FORM+Werkzeug
The magazine for all aspects of tool and mold construction
FORM+Werkzeug is the magazine for the tool and mould manufacturing industry. There is no lack of variety of content: There are tools for injection moulding, for foam filling, deep drawing, punching, forming, pressing, casting or for massive forming. All tools are the same in one respect: They occupy key positions in production since they will ultimately determine the length of the production cycle.

FORM+Werkzeug offers suggestions and ideas about manufacturing techniques, associated IT systems and company management. Prepared in the form of professional articles, interviews and background reports.

Informative, enlightening and different: We are interested not only in the machining centre but also in the person behind. We will offer information on Industry 4.0 – and we would be interested to know how automation enterprises may be integrated into existing machinery. We will report on stress concepts and how they are proving themselves in one-off production. Apart from introducing standard parts and hot runner solutions, we would also like to know about the requisite tool configuration. We will search for examples of technologies that are optimally applied in their applications.

**BRANCHES OF INDUSTRY**

<table>
<thead>
<tr>
<th>Branch</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent tool and mould making companies</td>
<td>3,324</td>
</tr>
<tr>
<td>Production of plastic goods with integrated injection moulding</td>
<td>3,288</td>
</tr>
<tr>
<td>Metal production and machining including production of high pressure die cast mould construction, including manufacture of forged, stamped, extracted and punched parts, manufacture of cutting goods, tools, locks and fittings made of non-precious metals</td>
<td>4,758</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>2,127</td>
</tr>
<tr>
<td>Electrical / electronic engineering, including manufacture of domestic appliances</td>
<td>499</td>
</tr>
<tr>
<td>Precision engineering, optics</td>
<td>853</td>
</tr>
<tr>
<td>Manufacture of automobiles and automobile components</td>
<td>1,092</td>
</tr>
</tbody>
</table>

**PRINT RUN**

FORM+Werkzeug has a print run of 11,500 copies.

As a result of the high quality of editorial contributions and comprehensive coverage of this clearly defined branch of tool and mould construction FORM+Werkzeug has 436 regular subscribers.

**CIRCULATION**

The distribution is made up as follows:

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>10,862</td>
</tr>
<tr>
<td>Abroad</td>
<td>405</td>
</tr>
<tr>
<td>Total</td>
<td>11,267</td>
</tr>
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</table>

**READERSHIP**

<table>
<thead>
<tr>
<th>Role</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing directors in companies with up to 99 employees, Management board</td>
<td>6,014</td>
</tr>
<tr>
<td>Technical management</td>
<td>1,728</td>
</tr>
<tr>
<td>Department heads for departments: Production, Manufacture, Work preparation, Device construction, Tool manufacture, Development/Construction</td>
<td>5,368</td>
</tr>
<tr>
<td>Procurement/Sales</td>
<td>552</td>
</tr>
<tr>
<td>- multiple answers -</td>
<td></td>
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</table>

**SIZE OF COMPANY**

<table>
<thead>
<tr>
<th>Size</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 49 employees</td>
<td>3,245</td>
</tr>
<tr>
<td>from 50 to 99 employees</td>
<td>3,515</td>
</tr>
<tr>
<td>from 100 to 199 employees</td>
<td>1,758</td>
</tr>
<tr>
<td>from 200 to 499 employees</td>
<td>1,330</td>
</tr>
<tr>
<td>more than 500 employees</td>
<td>1,284</td>
</tr>
<tr>
<td>not specified</td>
<td>135</td>
</tr>
</tbody>
</table>
FORM+Werkzeug – presenting the clever marketing mix in the production of tools and moulds:
From brochures with specials and »On site for you« reports, via online trade fair reports and specials on topics, down to social media presence. Video production, development of leads, content marketing and moderation of events. FORM+Werkzeug will travel for you to investigate these and many other topics.

FORM+Werkzeug will motivate your favourite target group to act:
FORM+Werkzeug will inform and excite your target group about their important topics. It will be read where decisions are made and help decision makers to solve their challenges!

FORM+Werkzeug links reading and learning:
It is a general truism that printed information will be remembered for longer. Why not sustainably anchor your advertising message in the minds of your target group? Increase the »I must have this« stimulus.

FORM+Werkzeug will be »on site for you«:
High quality, independent, demanding and exclusive reports from the editors directly. The exceptional value of FORM+Werkzeug lies in the quality of its journalism on tool and mould production.

FORM+Werkzeug is more than just a creative partner:
Join your customers in advancing to influencers of the market! The intention here is not to address the anonymous majority but to develop relationships between companies/people.

FORM+Werkzeug ist mehr als nur eine One-(wo)man Show:
With its actually distributed edition of 11,267 copies, FORM+Werkzeug is the leader in the edition market in its field*. An internal reader survey found in 2016 that a FORM+Werkzeug issue will be read by 2.8 persons.

Fast – faster – FORM+Werkzeug online:
Hardly have we arrived at trade fairs and events and you will find selected current photographs and information on all FORM+Werkzeug online channels.

* Mediadaten 2016 im Wettbewerbsumfeld: werkzeug & formenbau / ETMM / Stahlformenbauer
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
<th>Trade fairs 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Editorial closing date: 15.01.2020&lt;br&gt;Booking deadline: 29.01.2020&lt;br&gt;Artwork closing date: 03.02.2020&lt;br&gt;Publication date: 24.02.2020</td>
<td><strong>MAIN FOCUS:</strong> Tool construction, simulation, CAD/CAM, automation systems, standard parts for mold making, eroding, hard machining, additive manufacturing, precision tools, injection molds&lt;br&gt;<strong>Focus:</strong> 5-axis-machining</td>
<td>Metav, Düsseldorf, 10.–13.03.2020&lt;br&gt;<strong>KPA KUNSTSTOFF PRODUKTE AKTUELL, Ulm, 10.–11.03.2020</strong></td>
</tr>
<tr>
<td>2</td>
<td>Editorial closing date: 02.03.2020&lt;br&gt;Booking deadline: 18.03.2020&lt;br&gt;Artwork closing date: 23.03.2020&lt;br&gt;Publication date: 20.04.2020</td>
<td><strong>MAIN FOCUS:</strong> Tool construction, simulation, CAD/CAM, automation systems, standard parts for mold making, eroding, hard machining, additive manufacturing, precision tools, injection molds&lt;br&gt;<strong>Focus:</strong> Measurement technology in tool and mold construction</td>
<td>Control, Stuttgart, 05.–08.05.2020&lt;br&gt;<strong>KUTENO – Kunststofftechnik Nord Rheda-Wiedenbrueck, 12.–14.05.2020</strong></td>
</tr>
<tr>
<td>3</td>
<td>Editorial closing date: 21.02.2020&lt;br&gt;Booking deadline: 11.03.2020&lt;br&gt;Artwork closing date: 16.03.2020&lt;br&gt;Publication date: 20.04.2020</td>
<td><strong>SPECIAL ISSUE Tool &amp; Service Guide 1/2020</strong> Service Providers and suppliers in tool and mold construction</td>
<td><strong>RapidTech, Erfurt, 16.–18.06.2020</strong></td>
</tr>
<tr>
<td>4</td>
<td>Editorial closing date: 20.04.2020&lt;br&gt;Booking deadline: 04.05.2020&lt;br&gt;Artwork closing date: 07.05.2020&lt;br&gt;Publication date: 02.06.2020</td>
<td><strong>MAIN FOCUS:</strong> additive manufacturing, 5-axis-machining, cutting tools, tensioning systems, injection mould construction, processing centers, IT-Systems, eroding, tools for graphite processing, materials, CAD/CAM&lt;br&gt;<strong>Focus:</strong> Standards and hot runner technology</td>
<td>AMB, Stuttgart, 15.–19.09.2020&lt;br&gt;<strong>KPA KUNSTSTOFF PRODUKTE AKTUELL, Rheda-Wiedenbrueck, 15.–16.09.2020</strong></td>
</tr>
<tr>
<td>5</td>
<td>Editorial closing date: 20.07.2020&lt;br&gt;Booking deadline: 12.08.2020&lt;br&gt;Artwork closing date: 17.08.2020&lt;br&gt;Publication date: 07.09.2020</td>
<td><strong>MAIN FOCUS:</strong> CNC systems, precision tools for milling and drilling, materials, CAD/CAM, eroding, grinding, automation, production cells, measurement technology, standard parts for mold making, hardmilling, industry 4.0, additive manufacturing&lt;br&gt;<strong>Focus:</strong> Machine tools</td>
<td>Fakuma, Friedrichshafen, 13.–17.10.2020&lt;br&gt;<strong>Euroblech, Hanover, 27.–30.10.2020</strong></td>
</tr>
<tr>
<td>6</td>
<td>Editorial closing date: 23.09.2020&lt;br&gt;Booking deadline: 01.10.2020</td>
<td><strong>MAIN FOCUS:</strong> HSC milling, grinding, CNC systems, standard parts for mold making, tensioning systems, CAD/CAM, universal machines, materials, additive manufacturing, eroding, milling tools&lt;br&gt;<strong>Focus:</strong> 5-axis-machining</td>
<td>formnext, Frankfurt, 10.–13.11.2020</td>
</tr>
</tbody>
</table>

**Subject to change.**
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>€ 6,090.---</td>
</tr>
<tr>
<td>Indoor title</td>
<td></td>
<td>210 x 160</td>
<td>€ 5,000.---</td>
</tr>
<tr>
<td>2nd/4th Cover page</td>
<td></td>
<td>210 x 297</td>
<td>€ 5,850.---</td>
</tr>
<tr>
<td>3rd Cover page</td>
<td></td>
<td>210 x 297</td>
<td>€ 5,790.---</td>
</tr>
<tr>
<td>1 page</td>
<td>175 x 250</td>
<td>210 x 297</td>
<td>€ 5,790.---</td>
</tr>
<tr>
<td>Junior page</td>
<td>122 x 175</td>
<td>137 x 197</td>
<td>€ 3,500.---</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>€ 3,300.---</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>€ 2,510.---</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>€ 1,740.---</td>
</tr>
<tr>
<td>1/8 page</td>
<td>85 x 58 175 x 28 40 x 122</td>
<td>-</td>
<td>€ 1,110.---</td>
</tr>
</tbody>
</table>

Please ask for our separate specifications data sheet.

Ad Specials

- **Bound-in**
- **Loose insert**
- **Gate-Folder € 16,630.---**
- **Booklets € 5,750.---**

- **Fixed enclosure* (Sample Tip-on-cards, DVD, envelope)**
- **Dutch door € 9,840.---**
- **Banderole € 6,640.---**

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

* Rates and availability on request.
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 11,500 copies

Surcharge
Placement Front cover – on request
Spot color on request
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: DE71 7001 0080 7797 4680 00, Swift Code: PBNKDEFF, Vat. no.: DE 129 735 021

Ad Management Veronika Stockmayr
Phone +49 89 99830-274
Fax +49 89 99830-623
veronika.stockmayr@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 € 5,790.––

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

We provide a high quality and appealing design according to the German press law.

You determine the content, scope and timing.

FORM+Werkzeug
NEW: SPECIAL ISSUE Tool & Service Guide

Be part of the FORM+Werkzeug special issue with special conditions. Be directly within the target group with your insert or advertorial for Providers and suppliers in tool and mold construction.
Web address
www.form-werkzeug.de

Brief profile
www.form-werkzeug.de: The portal with coverage range. The average of our monthly PIs is 57 400 (IVW tested [Information association for the determination of the distribution of advertising carriers]) which places it among the top online portals for tool and mould production.

What will you find exclusively with us? Our picture galleries! Our media library will offer you pictures that tell a story. The Products-2-Go pictures have a reserved place in our pre-trade fair reporting. Our camera will always be there when we are on site for you – and we will take you behind the scenes.

Do not delay! We have found that online reporting must be fast. You will normally find our reports online just a day after a visit – not to mention whatever else finds its way into our editorial department...

Some form-werkzeug.de content
- Online specials »Topic of the month«: bundled knowledge on additive manufacture, machining, standard parts, etc.
- Selected specialist contributions from FORM+Werkzeug offered as free downloads
- Application reports / Interviews of the week
- Job market
- Online calendar with trade fairs, conferences and seminars in the sector
- Landing pages for all trade fairs in the industry

Target group
Decision makers of tool and mold making companies and managers in companies with own tool and mold construction.

Publishing house
Carl Hanser Verlag GmbH & Co. KG
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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>€ 790,–</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>In the content, different placements</td>
<td>300 x 400</td>
<td>40 KB</td>
<td>€ 790,–</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>€ 750,–</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>€ 710,–</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>€ 740,–</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>€ 1.100,–</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>€ 1.220,–</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>

Special discounts

Volume discounts

<table>
<thead>
<tr>
<th>Categories</th>
<th>Special discounts</th>
<th>Volume discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounts on insertions within 12 months</td>
<td>from € 2,000</td>
<td>from € 4,000</td>
</tr>
<tr>
<td>(Insertion year):</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Categories:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· Homepage</td>
<td>· Archive</td>
<td>· Specials</td>
</tr>
<tr>
<td>· News</td>
<td>· New Products</td>
<td></td>
</tr>
<tr>
<td>· Literature review</td>
<td>· White paper</td>
<td></td>
</tr>
<tr>
<td>· Who is offering what?</td>
<td>· Schedules, events</td>
<td></td>
</tr>
<tr>
<td>· Career</td>
<td>· Video library</td>
<td></td>
</tr>
<tr>
<td>· Books</td>
<td></td>
<td></td>
</tr>
<tr>
<td>· The current issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
IBAN: DE71700100800779746800
Swift Code: PBNKDEFF
Vat. no.: DE 129 735 021

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

Detailed information: www.hanser-mediacenter.de

Other advertising forms

Topics banners, White paper, Media packages,
Newsletter banners, Events calendar, Video,
Advertorial-Newsletter, Company database,
Microsites, Job advertisements

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

Contact person

Veronica Stockmayr
Phone +49 89 99830-274
veronica.stockmayr@hanser.de

Miriam Weihe
Phone +49 89 99830-216
miriam.weihe@hanser.de

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.

Usage data

The usage data for www.form-werkzeug.de and for the FORM+Werkzeug 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.
ONLINE topic of the month

The tailor-made online solution for you and your focal points!

Address your customers in an environment of selected topics. The editors place www.form-werkzeug.de under a selected topic. This is where you will find specific news, reports, picture galleries, product reports and so much more. All about the ONLINE topic of the month (OTDM). You may select to be a partner for an entire month and ensure distinctive placements in the editorial environment.

Guaranteed to be one of the FORM+Werkzeug highlights this year!

You may select either our Gold, Silver or Bronze partner package.

Also, select one of the next ONLINE topics of the month:
- February 2020: 5-AXIS-MACHINING
- May 2020: MEASUREMENT TECHNOLOGY
- June 2020: STANDARDS AND HOT RUNNER TECHNOLOGY
- August 2020: MACHINE TOOLS
- October 2020: PRECISION TOOLS
- November 2020: ADDITIVE MANUFACTURING

ONLINE Topic of the Month: The Partner packages – an overview

**The GOLD package**

»Sponsored by« in the OTDM Logo and Header,
Native Advertising Online article
Premium entry in the Service Guide
4 weeks of Welcome Ad placement – will appear on all www.form-werkzeug.de pages
Logo + Text Banner* placement 3x in the editorial newsletters
Also various Push actions

| Package price: € 2,780.-- |
| (Total of individual services € 7,500.-- |

---

**The SILVER package***

4 weeks of Medium Rectangle or Super Banner* – appearing on all www.form-werkzeug.de pages
1 Banner placement in the editorial newsletter
1 Standalone-Newsletter comprising 9 individually combinable elements
4 product pictures in the OTDM picture gallery, including 1 banner*
In each case 1 editorial product announcement via Facebook and Xing
Also various Push actions

| Package price: € 1,900.-- |
| (Total of individual services € 4,380.-- |

---

**The BRONZE package**

4 weeks Full Banner* top or bottom or Half Banner* – will appear on all www.form-werkzeug.de pages
2 Banners* in the editorial newsletter within the OTDM term

| Package price: € 990.-- |
| (Total of individual services € 1,740.-- |

*Banner placement will depend on availability / **The Gold package is limited and can only be booked once per month! / ***The Silver package is limited and can only be booked twice per month! / Prices are exclusive of statutory VAT.
The weekly issue of the FORM+Werkzeug reports on current trends and what’s new and important in the world of machining. Place your adverts in the FORM+Werkzeug newsletter for maximum exposure and reach your target group without tax loss.

**Publication frequency**

Every Thursday

**Advertising types and prices**

1. **Picture** / 2. **Banner + Text advert**
   - 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)
   - **€ 600.--**

2. **Banner**
   - Banner (560 x 100 pixels) including linking to your website or another URL
   - **€ 495.--**

3. **Text advert**
   - Heading + max. 300 characters of text including linking to your website
   - **€ 495.--**

**Standalone newsletter – the exclusive form of advertising**

Standalone newsletters are special newsletters with the look and feel of a FORM+Werkzeug 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 FORM+Werkzeug newsletter recipients. Linking to your homepage

- **Example**

- **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**
  **€ 2,600.--**

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

Your advantages

- Attention-grabbing topics in the fair environment
- Attractive package prices
- 1 price 3 postings
- Recipients per porting: 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>€ 1.115,–</td>
</tr>
<tr>
<td>Text ad</td>
<td>headline + max. 300 signs text</td>
<td>€ 1.115,–</td>
</tr>
<tr>
<td>Picture + Text ad</td>
<td>100 x 100 + headline + max. 300 signs text</td>
<td>€ 1.350,–</td>
</tr>
</tbody>
</table>

No Flash-files.

Online-Advertorial – your message on www.form-werkzeug.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

- € 590.-- per month
**NEW** 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.hanser-automotive.de](http://www.hanser-automotive.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 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>50,000</td>
<td>2,500.---* plus VAT</td>
</tr>
<tr>
<td>Package 2</td>
<td>100,000</td>
<td>4,500.---* plus VAT</td>
</tr>
<tr>
<td>Package 3</td>
<td>250,000</td>
<td>7,500.---* plus VAT</td>
</tr>
</tbody>
</table>

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

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**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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