

# Advertisig rates 2025

## Zerspanungstechnik.de



Das Online-Magazin der Zerspanungstechnik

**Now available in 12 languages!**



## Advertising rates 2025

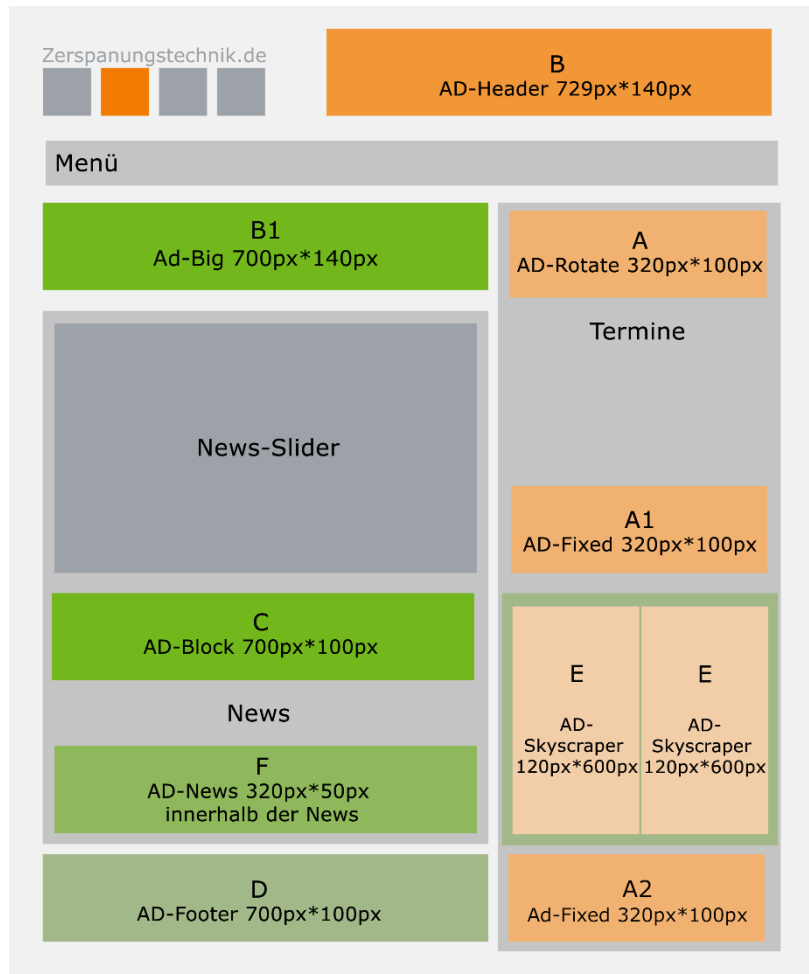
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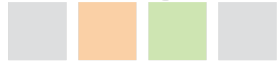


## Advertising rates 2025

### Banner Advertising



AD	Advertising (Form)	Rate €* (Month)	Description of the advertising
<b>A</b>	AD-Rotate	919	Logo within the slider at the sidebar on our homepage and on all other pages of the chosen website
<b>A1</b>	AD-Fixed	1699	Logo at the sidebar on our homepage and all other pages of the chosen website
<b>A2</b>	AD-Fixed	999	Logo at the sidebar on our homepage and all other pages of the chosen website
<b>B</b>	AD-Header	4559	Banner within the header of all all pages of the chosen website and within the weekly newsletter
<b>B1</b>	AD-Big	4559	Big banner beneath the logo covering all the width of the website
<b>C</b>	AD-Block	3759	Banner on the home page in direct field of view right above/beneath the TOP NEWS slider
<b>D</b>	AD-Footer	499	Banner within the footer on all pages
<b>E</b>	AD-Skyscraper	3659	Skyscraper on the home page and all other pages of the chosen website as well as in our newsletter
<b>E1</b>	AD-Skyscraper-Full	5959	Skyscraper – 230px*600px on the homepage, on all other pages and in the newsletter (2 x 120px*600px)
<b>F</b>	AD-News	2059	Banner within our news segment, integrated in the articles

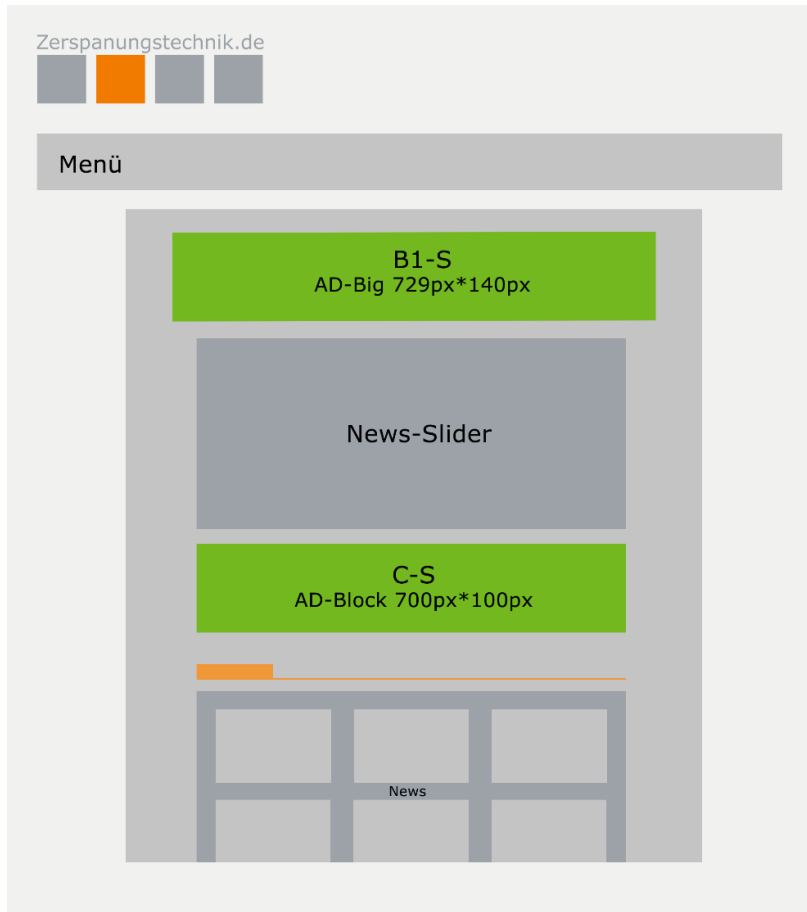


## Advertising rates 2025



### Special Banner Advertising

In addition to the banners on our general pages, you can also book banners on special pages. For the year 2025 we offer special pages for EMO 2025. Details can be found in the adjacent illustration.



AD	Advertising (Form)	Rate €* (Monat)	^ Description of the advertising
<b>B1-S</b>	AD-Big	2959	Big banner beneath the menu covering all the width of the special site
<b>C-S</b>	AD-Block	2659	Banner on the home page in direct field of view right beneath the TOP NEWS slider of the special page

## Service – now with AI support

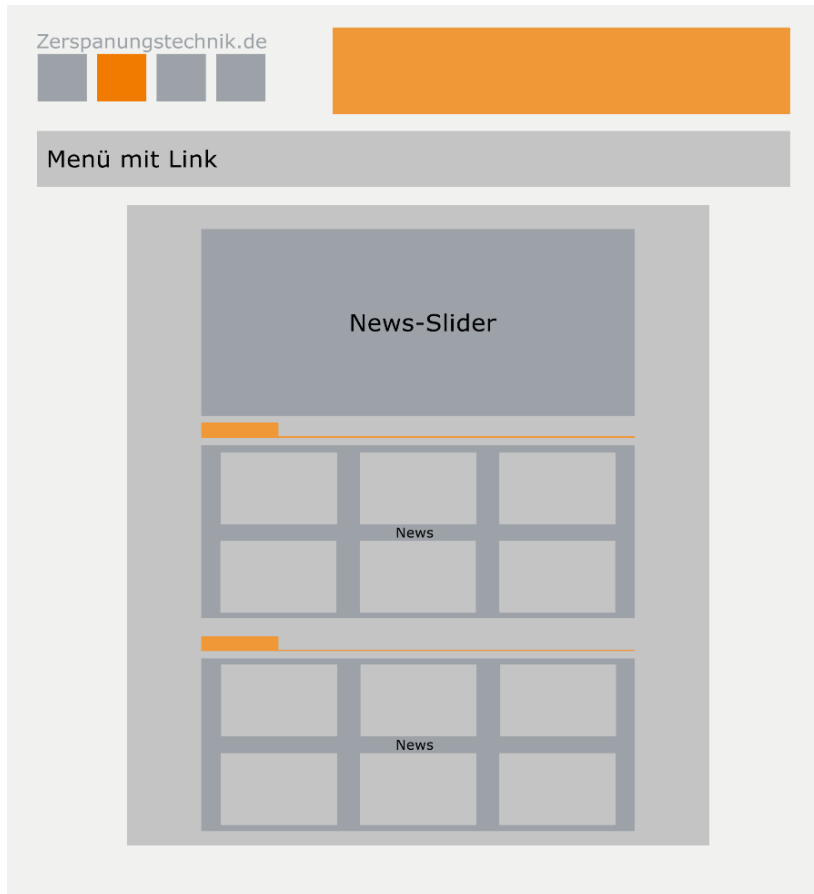
As a specialized (online) magazine for machining technology, we report on current news.  
**From now on, we also offer international coverage using AI upon request.**

S	Service (Form)	Format (Pixel B*H)	Rate €* (Monat)	Description
<b>S1</b>	Company news	320*100	219	Individual category of your company with your logo and an overview about your recent news
<b>S1.1</b>	Company news international	320*100	419	Individual company section with logo. Overview of all (international) publications of your company. Translation powered by AI.
<b>S1.2</b>	News international	320*100	499 (10 publications)	Preferred publication with AI translation. Placement in international search engines.
<b>S1.3</b>	Cover story	Popup (Front page)	599 (week)	Additional publication in a popup window for one week. Each individual visitor will see the popup once per day.
<b>S2</b>	Company Data	320*100	29	Company entry with logo and link under Company Data (manufacturer database).



## Advertising rates 2025

### Individual Web Page



In addition to the special pages on the upcoming trade fairs, you have the option to book an extra page with us. On this page, which is individually designed by us, we exclusively present your company's news. In addition, a link in the main menu points to your individual webpage.

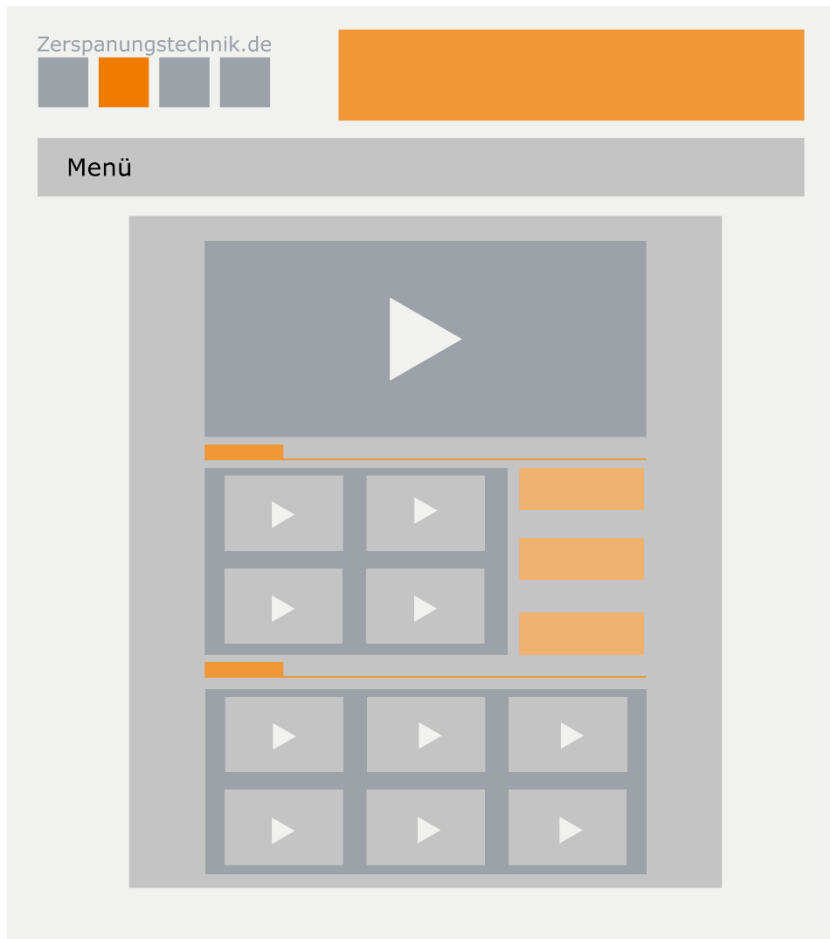
**Price 4.659.- € Website / Month\***

## Advertising rates 2025

### Zerspanungstechnik.TV

You have an interesting video and would like to share it with the professional audience? With **Zerspanungstechnik.TV** we offer you the possibility to embed your videos on our platform. Send us the link to your video and a short description.

AD	Advertising (Form)	Rate*€ (Month)	^ Description of the advertising
<b>V1</b>	Offer 1	69	Embedding your video on ZT.TV
<b>V2</b>	Offer 2	799	Embedding your video on plus a banner (320px x 100px) on ZT.TV
<b>V3</b>	Offer 3	2959	Embedding your video on plus a banner (700px x 100px) on ZT.TV





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### Contact and Statistics

Zerspanungstechnik.de has been established as a specialized magazine since 2002 and reports on current topics in the field of machining technology, both online and via newsletter.

We cover topics such as machinery and equipment, tools, clamping technology, automation and handling systems, as well as materials, and report on news from the industry.



~ **31.000** visits  
per month in 2023  
(Google Analytics)



~ **20.000** newsletters sent  
per month

### Further questions?

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