

DREHTEIL + DREHMASCHINE

Media-Rates 2025

The technical magazine for the turned parts industry

**DREHTEIL+
DREHMASCHINE**
Ideal advertising
platform for suppliers
of turning shops



**FACHVERLAG
MÖLLER**

www.drehen24.com

DREHTEIL + DREHMASCHINE – short characteristics

For decades technological change has not stopped at the cutting plants and especially the turning shops.

Until the 1980s, powerful machines were introduced to the machine tool industry, curve-controlled lathes were a key factor in industrial production.

The short life or low number of many products today forces the use of flexible CNC lathes. These modern machines help to automate work processes and can be adapted quickly to changed workpieces.

In order to bring these ongoing developments in the field of turning technology and peripherals closer to the manufacturers of turned parts in a compact, practical form, the journal DREHTEIL + DREHMASCHINE has been published since 1989.

This bimonthly journal deals exclusively with turning technology and reports on CNC lathes, conventional lathes, turning tools, controls, loading magazines, clamping systems, operating equipment, cleaning equipment, measuring equipment, etc.

In addition, the journal contains an ad section and presents patents, textbooks, fairs, etc.

**The print run of the journal
DREHTEIL + DREHMASCHINE is 3,000 copies and is
IVW-tested.**

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Telephone: Headquarters	- 0049/2053/98125-0
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Publication dates and thematic focal points 2025

DREHTEIL + DREHMASCHINE

Issue	Publication date	Advertisement closing date	Editorial specials	Trade fairs
1. January/February	Feb 21, 2025	Feb 07, 2025	Clamping systems for lathes	Intec/Z Leipzig, March 11 to 14, 2025
2. March/April	March 28, 2025	March 14, 2025	Measuring technology	DST Südwest Villingen-Schwenningen, May 06 to 09, 2025
3. May/June	May 30, 2025	May 16, 2025	CNC Control and automating	
4. July/August	July 11, 2025	June 27, 2025	Turning tools	
5. September/October	Sep 12, 2025	Aug 29, 2025	Cleaning equipment	EMO Hannover, Sep 22 to 26, 2025; parts2clean, Stuttgart, Oct 07 to 09, 2025
6. November/December	Nov 14, 2025	Oct 31, 2025	CNC lathes	

The individual topics cover about 20 - 30 pages. On the following pages, the latest developments in the field of turning technology as well as trade fairs etc. are reported in each issue.

Advertisement prices/formats

All prices in Euro, valid starting from Jan 01, 2025

Format/Page	Width x height in mm	1 advertisement (black/white) in euros	per colour in euros	4-colour in euros
1/1	180 x 260	720.--	160.--	1,200.--
Junior Page	140 x 185	360.--	80.--	600.--
1/2	180 x 130 90 x 260	360.--	80.--	600.--
1/3	60 x 260 180 x 85	260.--	80.--	500.--
1/4	90 x 130	160.--	80.--	400.--
1/8	90 x 65	80.--	40.--	200.--

Discount table:

3 - 5 advertisements 5 % discount,
6 advertisements 10 % discount,
For German advertisers all prices plus VAT

Classified advertisements:

Millimeter prices for
classified advertisements:
Per 44 mm width **50 cents**
Cipher fee incl. offer postage:
Euro 5.00

Other ad formats on request.

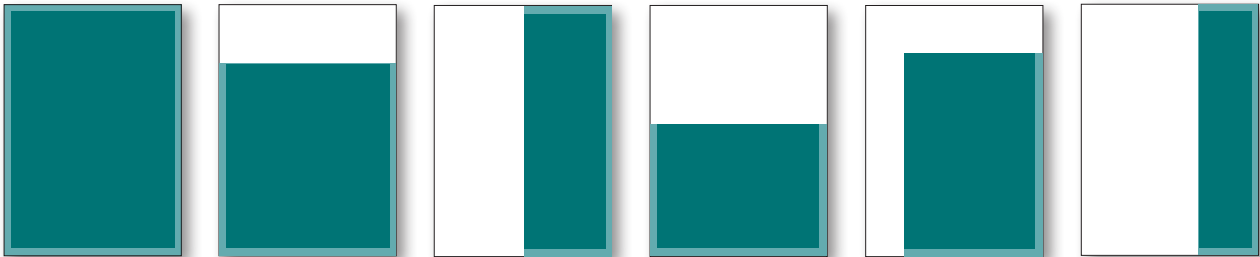
Cover pages:

Cover page:
1,020.00 Euro plus colour surcharge
2nd cover page:
Euro 720.00 Basic price b/w + 10 %
3rd cover page:
Euro 720.00 Basic price b/w + 10 %
4th cover page:
Euro 720.00 Basic price b/w + 10 %

Agency commission:

15 % (also abroad)

Advertisement formats



	1/1 page	2/3 page crosswise	1/2 page high	1/2 page crosswise	Junior Page	1/3 page high
in the type-area	180 x 260 mm	180 x 175 mm	90 x 260 mm	180 x 130 mm	140 x 185 mm	60 x 260 mm
in the ingate*	210 x 297 mm	210 x 190 mm	105 x 297 mm	210 x 148 mm	148 x 210 mm	70 x 297 mm
4c-price**	€ 1,200.00	€ 800.00	€ 600.00	€ 600.00	€ 600.00	€ 500.00



	1/3 page crosswise	1/4 page norm	1/4 page crosswise	1/4 page high	1/8 page norm	1/8 page crosswise
in the type-area	180 x 85 mm	90 x 130 mm	180 x 65 mm	45 x 260 mm	90 x 65 mm	180 x 30 mm
in the ingate*	210 x 99 mm	105 x 148 mm	210 x 74 mm	52 x 297 mm	105 x 74 mm	210 x 37 mm
4c-price**	€ 500.00	€ 400.00	€ 400.00	€ 400.00	€ 200.00	€ 200.00

Supplements/Inserts

All prices in Euro plus VAT, valid from Jan 01, 2025

Loose Inserts	
Weight	3,100 copies
up to 25 g	160.00/1,000 copies
up to 50 g	320.00/1,000 copies
50 - 75 g	480.00/1,000 copies
from 75 g	on request

* Weight: Paper (max.) 170 g/m³.
Bound-in inserts with glued elements on request.

Supplements	
Page count	3,100 copies
2 pages	850.00
4 pages	1,350.00
6 pages	2,000.00
8 pages	2,350.00
10 pages or more	on request

Enclosures:
Maximum size: 200 x 290 mm

Inserts:
Maximum size: 297 x 210 mm + 3 mm head, foot and outside trim, plus 5 mm inside trim

Specials:
Inserts and supplements are available in limited numbers only. Early booking is recommended.
Tip-ons (postcard supplied):
Base price 1/1 advertisement (4-colour) plus technical costs € 45,- per thousand copies tip-ons.
Please deliver 3,100 copies per issue to the printers Silber Druck oHG.

Delivery Address:
Silber Druck oHG
Otto-Hahn-Straße 25
34253 Lohfelden
Germany

Delivery date: 14 days before publication

Online Advertising on our website

www.drehen24.com

- In order to reach your target group more accurately and without wastage, we recommend banner advertising on our website
- Cheap monthly billing

Additional Information:

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Banner sizes and prices:

Halfsize Banner: 80.00 EUR/Month

Fullsize Banner: 160.00 EUR/Month

Skyscraper: 240.00 EUR/Month
plus VAT

Halfsize Banner
234 x 60 Pixel

Wide
Skyscraper
160
x
600 Pixel

Fullsize Banner
468 x 60 Pixel

General Terms and Conditions of The Publisher

1. Orders covering the publication of advertisements (including supplements and inserts) are to be settled within one year after contract conclusion. If the Advertiser is entitled, within the contract frame, to call up individual advertisements the order must be settled within one year after publication of the first advertisement; the first advertisement is to be published within the period specified at the beginning.
2. The Advertiser shall be responsible for timely submission of the advertisement text as well as for timely and free delivery of supplements/inserts and take care the printing documents are flawless and complete. Should the material supplied be unsuitable or damaged, the Publisher will immediately request replacement. Costs incurred for the production of offset films by the Publisher will be passed on to the Advertiser at the cost price. The Publisher guarantees the printing quality customary for the designated publication, within the limits set by the printing documents.
3. The Publisher shall take over and examine the advertisement texts with due care and diligence, but shall not be liable if he is misled or deceived by the Advertisers. The Advertiser shall be liable for any and all ramifications and damages arising to the Publishing House from the advertisement contents, particularly due to press and media legal provisions.
4. In case of box number advertisements, the Publisher shall employ the diligence of a prudent businessman for offer keeping and timely forwarding. Further liability shall not be assumed.
5. Advertisements that cannot clearly be identified as such due to their design shall be marked by the Publisher with the word "advertisement".
6. The publisher reserves the right to refuse advertisement orders - also individual call-offs within the total frame - on grounds relating to their contents, origin or technical design in accordance with the Publishers uniform principles. The Advertiser shall be informed by the Publisher immediately upon rejection of an order. Orders covering supplements/inserts shall become valid only after a sample will have been submitted and approved.
7. If an order is not fully complied with due to circumstances the Publisher is not responsible for, the unjustly granted higher discount shall be debited to the Advertiser afterwards.
Should the Advertiser extend the order volume within one year from publication of the first advertisement, he will be granted the higher discount plus an applicable repayment for the advertisements published within the period in question.
8. In the events of strike and force majeure any obligation for order fulfillment and compensation for damages shall be waived; same shall apply to advertisements that may not be published at all or too late.
9. Proofs shall only be submitted upon explicit request. The Advertiser shall be responsible for the correctness of the returned proofs. Should the Advertiser not return the proof on time this shall be deemed to constitute approval for printing.
Costs for considerable modifications to the originally agreed version and for the production of ordered films, retouchings and drawings shall be borne by the Advertiser.
10. If the printed advertisement is completely or partially illegible or incorrect or the print is incomplete, the Advertiser shall be entitled to demand a price reduction or a correct substitute ad, but only to the extent the purpose of the advertisement has been impaired. Further liability of the Publisher shall be excluded.
Claims must be made within four weeks from receipt of the invoices and supporting documents.
The publisher shall not be liable for errors arising from communication by telephone.
11. The invoice must be paid within the period specified in the price list starting from the date of receipt of the invoice, unless a shorter period or prepayment has been agreed between the parties for the particular order. In case of delayed payment, the Publisher shall be entitled to stop further performance of the contract until payment and claim prepayment for the remaining advertisements. No discount shall be granted in the events of bankruptcy and foreclosure.
12. Printing documents (films, final drawings, etc.) shall only be returned to the Advertiser upon special request. The obligation to store all documents shall terminate three months after expiry of the contract.
13. The place of fulfillment shall be the registered office of the Publisher, the court of jurisdiction also the place of the Publisher unless law mandatorily provides otherwise. For dunning procedures and in case the registered address or usual residence should be unknown at the time an action is filed, the court of jurisdiction shall be the registered office of the Publisher. Municipal Court: Wuppertal, Germany; Commercial Register No.: HRA 21087