

# The mold & die **journal**

## Media-Rates 2025

The  
mold & die  
journal  
Ideal advertising  
platform for the  
suppliers of tools and  
tools mold making



FACHVERLAG  
MÖLLER

[www.mold-magazine.com](http://www.mold-magazine.com)

## The mold & die journal – short characteristics

In modern industrial societies, mould makers are among the most important branches of the metalworking industry. Up-to-date information on new developments of all kinds, new patents, proven mould designs, standards as well as advances in materials technology and the remarkable developments in the field of information technology are therefore indispensable for the mould maker.

All these topics are regularly covered in **The mould & die journal**.

**The print run of the trade journal The mold & die journal has a print run of 3,000 copies and is and is IVW-checked.**

### Fachverlag Möller, Neustr. 163, 42553 Velbert

Telefon:	Zentrale	- 02053/98125-0
	Redaktion	- 02053/98125-19
	Anzeigenabteilung	- 02053/98125-14
	Leserservice	- 02053/98125-14
	Produktion/Layout	- 02053/98125-18



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# Publication dates and thematic focal points 2025

The mold & die **journal**

Issue	Publication date	Advertisement closing date	Trade fairs
1. Jan/Feb/March	Feb 28, 2025	Feb 14, 2025	Intec/Z Leipzig, March 11 to 14, 2025
2. April/May/June	April 25, 2025	April 11, 2025	Moulding Expo Stuttgart, May 06 to 09, 2025 Rapid.Tech 3D Erfurt, May 13 to 15, 2025 KUTENO, Bad Salzufflen, May 13 to 15, 2025
3. July/Aug/Sep	Sep 12, 2025	Aug 29, 2025	EMO Hannover, Sep 22 to 26, 2025
4. Oct/Nov/Dec	Nov 07, 2025	Oct 24, 2025	formnext Frankfurt/Main, Nov 18 to 21, 2025

# Advertisement prices/formats

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

Format/Page (black/white)	Width x height in mm	1 advertisement without discount 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:

2 - 3 advertisements 5 % discount,  
4 advertisements 10 % discount,  
For German advertisers all prices plus VAT

## Cover pages:

### Cover page:

1,020.00 Euro plus colour surcharge

### 2<sup>nd</sup> cover page:

Euro 720.00 Basic price b/w + 10 %

### 3<sup>rd</sup> cover page:

Euro 720.00 Basic price b/w + 10 %

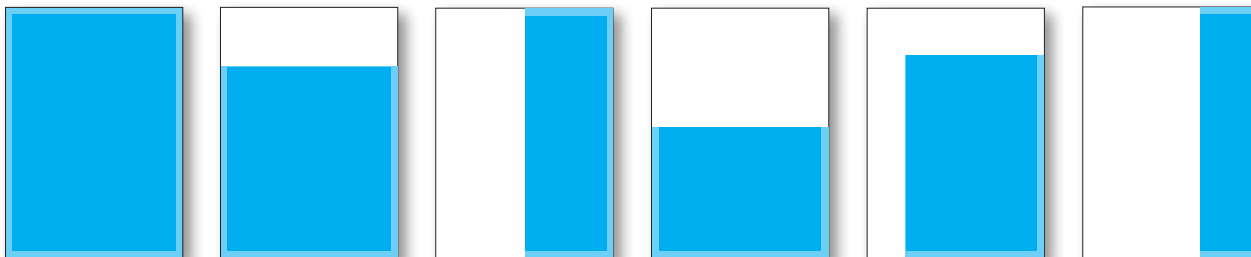
### 4<sup>th</sup> cover page:

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
<b>in the type-area</b>	180 x 260 mm	180 x 175 mm	90 x 260 mm	180 x 130 mm	140 x 185 mm	60 x 260 mm
<b>in the ingate*</b>	210 x 297 mm	210 x 190 mm	105 x 297 mm	210 x 148 mm	148 x 210 mm	70 x 297 mm
<b>4c-price**</b>	€ 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
<b>in the type-area</b>	180 x 85 mm	90 x 130 mm	180 x 65 mm	45 x 260 mm	90 x 65 mm	180 x 30 mm
<b>in the ingate*</b>	210 x 99 mm	105 x 148 mm	210 x 74 mm	52 x 297 mm	105 x 74 mm	210 x 37 mm
<b>4c-price**</b>	€ 500.00	€ 400.00	€ 400.00	€ 400.00	€ 200.00	€ 200.00

\* plus 3 mm bleed on all outside edges of magazine

\*\* For German advertisers all prices plus VAT

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# Supplements/Inserts

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

Loose Inserts	
<b>Weight</b>	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

Supplements	
<b>Page count</b>	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

\* Weight: Paper (max.) 170 g/m<sup>3</sup>.  
Bound-in inserts with glued elements 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

Delivery date: 14 days before publication

[www.mold-magazine.com](http://www.mold-magazine.com)

# Online Advertising on our website

[www.mold-magazine.com](http://www.mold-magazine.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:

Fachverlag Möller

Neustraße 163, 42553 Velbert

Tel.: +49 2053/981250

[fachverlag@aol.com](mailto:fachverlag@aol.com), [www.themoldanddiejournal.com](http://www.themoldanddiejournal.com)

## Banner sizes and prices:

Halfsize Banner: 80.00 EUR/Month

Fullsize Banner: 160.00 EUR/Month

Skyscraper: 240.00 EUR/Month  
plus VAT

Wide  
Skyscraper  
160  
x  
600 Pixel

Halfsize Banner  
234 x 60 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