

bbr 

BÄNDER | BLECHE | ROHRE

Media Kit 2024



Profil in Brief

The trade magazine bbr Bänder Bleche Rohre offers executives in the sheet metal, tube, profile and wire processing industry essential information and decision-making aids for the entrepreneurial and operational practice. Interviews and reports about successful solutions in planning, production and quality assurance, complemented by relevant results from research and development as well as product presentations, form the basis.

Frequency

4 per year

Magazine format

230 mm x 325 mm

Edition

65th edition 2024

Website

www.bbr.news

Organ

Industrieverband
Blechumformung e.V. (IBU)

Price list

No. 65 valid from 10/01/2023

Publishing House

ELIGIUS PUBLISHING
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Circulation analysis

| | |
|------------------------------|--------|
| Print run | 12 300 |
| Number of distributed copies | 12 100 |
| Sold copies | 228 |
| Subscribed copies | 228 |
| Free copies | 11 872 |

As of the 2nd quarter of 2023



WISSEN, WAS ZÄHLT

Geprüfte Auflage

Klare Basis für den Werbermarkt

Region

| | |
|-----------------|--------|
| Germany | 99.9 % |
| Other countries | 0.1 % |

Analysis of geographical distribution in Germany

| | |
|-------------------------------------|-----|
| Nielsen 1 (HB, HH, NI, SH) | 10% |
| Nielsen 2 (NRW) | 27% |
| Nielsen 3a (HE, RP, SL) | 12% |
| Nielsen 3b (BW) | 24% |
| Nielsen 4 (BY) | 16% |
| Nielsen 5-7 (B, BB, MV, SN, ST, TH) | 11% |

Fields of business/economic sectors

| | |
|---|-----|
| - Manufacture of fabricated metal products | 6% |
| - Manufacture of basic metals | 42% |
| - Mechanical engineering | 17% |
| - Manufacture of office machinery manufacture of machinery and equipment not elsewhere classified | 7% |
| - Manufacture of motorvehicles, trailers | 13% |
| - Retail trade, others | 15% |

Size of organisation

| | |
|---------------------|-----|
| 1 - 49 employees | 24% |
| 50 - 99 employees | 26% |
| 100 - 199 employees | 21% |
| 200 - 499 employees | 16% |
| > 500 employees | 11% |
| Others | 2% |

Position in organisation

| | |
|----------------------|-----|
| Management | 46% |
| Technical management | 47% |
| Purchasing, other | 7 % |

Advertisement rates and formats

| | |
|------------------|------------|
| Cover | 7,000.00 € |
| Cover 2, Cover 4 | 5,950.00 € |
| Cover 3 | 5,630.00 € |
| 1/1 page | 5,170.00 € |
| 2/3 page | 3,890.00 € |
| Junior page | 3,140.00 € |
| 1/2 page | 2,880.00 € |
| 1/ 3 page | 2,060.00 € |
| 1/ 4 page | 1,620.00 € |
| 1/8 page | 1,060.00 € |

Discounts

| | | |
|---------------------|-----------|-----|
| Frequency discounts | 2 adverts | 5% |
| | 3 adverts | 10% |
| | 4 adverts | 15% |
| Volume discounts | 2 adverts | 5% |
| | 3 adverts | 10% |
| | 4 adverts | 15% |

Layout surcharges

Technical costs incurred for work such as typesetting and amendments are charged at cost price.

Loose inserts/Price per thousand

| | | | |
|--------------|----------|--------------|----------|
| up to 25 gr. | 265.00 € | up to 40gr. | 325.00 € |
| up to 30 gr. | 285.00 € | up to 45 gr. | 345.00 € |
| up to 35 gr. | 305.00 € | up to 50 gr. | 365.00 € |

Format max. 220 mm x 320 mm
Required delivery quantity 12 600 Exemplare

Delivery address: F&W Druck- und Mediencenter GmbH, Tor 2, Holzhauser Feld 2, 83361 Kienberg, Germany
Label: bbr and issue XX/2024
Download from: https://www.fw-medien.de/uploads/files/FW_Beilagen_Lieferung.pdf

Bound inserts

upon request

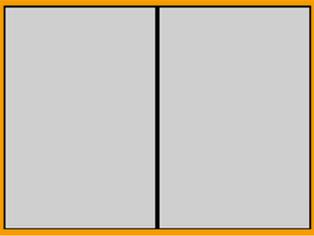
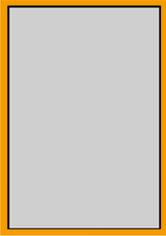
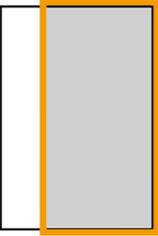
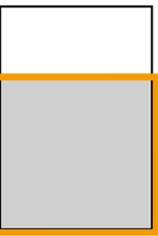
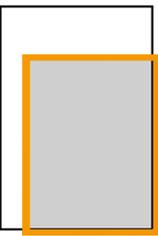
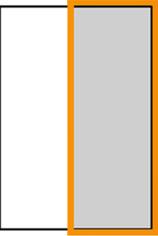
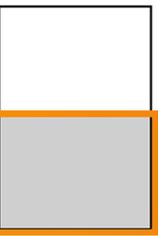
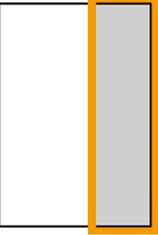
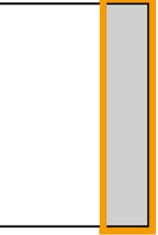
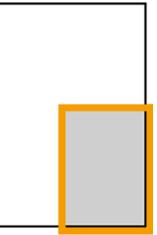
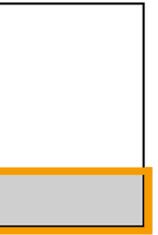
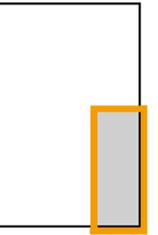
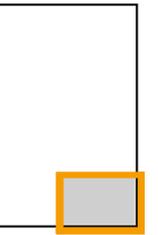
Insert stickers

1,500.00 €

In combination with an advert or insert processed by machine

Terms of payment

In case of advance payment and payment within 8 days after invoice date 2 % discount. Otherwise at the latest 30 days after date of invoice without deduction. All prices in euro plus the statutory VAT. The general terms and conditions for advertisers can be found at bbr.news/agb

| | | | | | | | |
|--|---|---|---|--|---|---|---|
| 2/1 page | 1/1 page | 2/3 page vert. | 2/3 page hor. | Junior page | 1/2 page vert. | 1/2 page hor. | |
|  |  |  |  |  |  |  | |
| Type area | 430 x 282 mm | 200 x 282 mm | 132 x 282 mm | 149 x 202 mm | 98 x 282 mm | 200 x 140 mm | |
| bleed * | 460 x 325 mm | 230 x 325 mm | 147 x 325 mm | 200 x 207 mm | 113 x 325 mm | 230 x 162 mm | |
| 1/3 page vert. | 1/3 page hor. | 1/4 page vert. | 1/4 page 2 col. | 1/4 page hor. | 1/8 page 1 col. | 1/8 page 2 col. | 1/8 page hor. |
|  |  |  |  |  |  |  |  |
| 64 x 282 mm | 200 x 92 mm | 47 x 282 mm | 98 x 140 mm | 200 x 68 mm | 47 x 140 mm | 98 x 68 mm | 200 x 32 mm |
| 79 x 325 mm | 230 x 115 mm | 62 x 325 mm | 113 x 162 mm | 230 x 91 mm | 62 x 162 mm | 113 x 91 mm | 230 x 55 mm |

* For technical reasons the printing material for each bleed advert has to have 3 mm on all sides for trimming.

| Issue | Keytopics | Focus | Trade Fairs |
|--|--|--|---|
| <p>1/2024 DOP: 04/05/2024 CD: 03/05/2024 ED: 02/27/2024</p> | <p>Quality assurance Quality management I measuring and testing engineering I certification, audit</p> <p>Safety, ergonomics, environment Safety engineering I workplace design I air pollution control I disposal, recycling</p> <p>Conveyors and presses Coil handling, decoilers I Straightening technology I Slitting and cut-to-length lines, shears, knives I Deep drawing and punching presses, spinning and impact extrusion lines I Handling, feed and discharge systems I Drives, energy management</p> <p>Maintenance and renovation Maintenance, planing, AI I Reconditioning, renewel, retrofitting</p> | <p>Tubes, profiles, wire Manufacturing I processing I refining I tools</p> <p><i>Trade fair special wire & tube</i></p> | <p>wire & Tube Dusseldorf, Germany 04/15 - 04/19/2024</p> <p>HMI Hannover, Germany 04/22 - 04/26/2024</p> <p>Control Stuttgart, Germany 04/23 - 04/26/2024</p> |
| <p>2/2024 DOP: 05/15/2024 CD: 04/15/2024 ED: 04/08/2024</p> | <p>Bending and cutting Bending, edging I swivel bending I profiling I Punching, perforation, notching I fine cutting I sawing</p> <p>Tools Punching tools I Forming die I Bending and folding tools I electric, pneumatic and hand tools I clamping and hold-down technology</p> <p>Surfaces and edges Removing, deburring I cleaning, coating , refining I lubrication, oiling I marking, labeling</p> <p>Laser Techniques I sources I machines, plants I components, equipment I safety installations</p> | <p>Smart Factory, Automation Smart factories, automation industry 4.0 I machine and system controls I cross-linking, AI Planning I CAx, simulation I intralogistics I Robots, feeders I AGV, RBG I Handling</p> | <p>Stanztec Pforzheim, Germany 06/25 - 06/27/2024</p> |

| Issue | Keytopics | Focus | Trade Fairs |
|--|--|---|---|
| <p>3/2024 DOP: 09/06/2024 CD: 08/06/2024 ED: 07/30/2024</p> | <p>Conveyors and presses Coil handling, decoilers Straightening technology Slitting and cut-to-length lines, shears, knives Deep drawing and punching presses, spinning and impact extrusion lines Handling, feed and discharge systems Drives, energy management</p> <p>Tubes, profiles, wire Manufacturing processing refining tools</p> <p>Materials and energy Steel, stainless steel aluminium, magnesium, non-ferrous metals lightweight environment, energy, decarbonization</p> <p>Maintenance and renovation Maintenance, planing, AI reconditioning, renewel, Retrofitting</p> | <p>Cutting and joining Punching sawing waterjet cutting laser welding and cutting plasma and flame cutting welding, soldering bonding mechanical joining</p> | <p>Aluminium Dusseldorf, Germany 10/08 - 10/10/2024</p> <p>parts2clean Stuttgart, Germany 09/24 - 09/26/2024</p> <p>Bondexpo Stuttgart, Germany 10/08 - 10/11/2024</p> |
| <p>4/2024 DOP: 10/11/2024 CD: 09/11/2024 ED: 09/04/2024</p> | <p>Surfaces and edges Removing, deburring cleaning, coating, finishing lubrication, oiling marking, labeling</p> <p>Safety, ergonomics, environment safety engineering workplace design air pollution control disposal, recycling</p> <p>Cutting and joining Punching sawing waterjet cutting laser welding and cutting plasma and flame cutting welding, soldering bonding mechanical joining</p> <p>More topics from issue 4 on page 8</p> | <p>Intralogistics Storage systems robots, feeders, AGVs grippers, suction cups packaging systems</p> <p><i>Trade fair special EuroBLECH</i></p> | <p>EuroBLECH Hannover, Germany 10/22 - 10/25/2024</p> <p>Formnext Frankfurt, Germany 11/19 - 11/22/2024</p> |

| Issue | Keytopics | Focus | Trade Fairs |
|---|--|--|-------------|
| <p>More topics 4/2024 DOP: 10/11/2024 CD: 09/11/2024 ED: 09/04/2024</p> | <p>Software Industry 4.0 machine and system controls cross-linking, AI planning CAx, simulation</p> <p>Materials and energy Steel, stainless steel aluminium, magnesium, non-ferrous metals lightweight environment, energy, decarbonization</p> | <p><i>Trade fair special EuroBLECH</i></p> | |

www.bbr.news

Current access figures please click

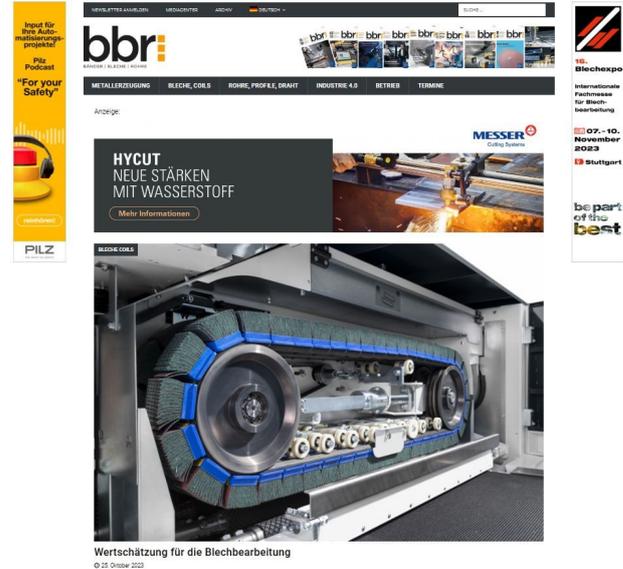
Types of advertisement desktop

| Type | Size in px | Datavolume | CPM |
|------------------|------------|------------|---------|
| Billboard | 970 x 250 | 80 KB | 83.00 € |
| Skyscraper | 120 x 600 | 40 KB | 72.00 € |
| Wide Skyscraper | 160 x 600 | 40 KB | 72.00 € |
| Medium Rectangle | 300 x 250 | 40 KB | 72.00 € |

Deliver a mobile ad with each booking as an alternative for smartphones.

| Type | Size in px | Datavolume | CPM |
|------------|------------|------------|-----|
| Mobile 2:1 | 300 x 150 | 40 KB | |
| Mobile 6:1 | 300 x 50 | 40 KB | |

CPM All prices are per thousand ad impressions
Placement All advertising formats are played run-of-site



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Advertorials offer plenty of space for information and design options (video integration, image gallery, etc.) to place your products and services in the editorial environment of bbr.news. You can publish your advertorial on our German and our English website.

Advertorial Basic

- We design the advertorial based on your texts and images
- 6 weeks teaser on www.bbr.news
- Push measures (newsletter or native ad)

Price per language version: 705,- €

Advertorial Premium

- We design the advertorial based on your texts and images
- 6 weeks teaser on www.bbr.news
- Push measures (newsletter or native ad)
- 300 guaranteed readers

Price per language version: 1,590,- €

Reinigung von Elektroband verhindert Kurzschluss im Elektromotor

16. Oktober 2023 Thomas Schumann



Das Elektroband muss nach dem Abwickeln zunächst gereinigt werden. © teptong - stock.adobe.com



Bei der Herstellung von Rotoren und Statorn aus Elektrolech ist Sauberkeit besonders wichtig. Partikuläre Verunreinigungen können die Isolationsschicht beschädigen und Kurzschlüsse verursachen. Zur beidseitigen Bandreinigung vor dem Richten hat sich in der Praxis die Schwertbürsten-Technik von Wandres bewährt. Sie garantiert eine konstant hohe Reinigungsleistung im Dauerbetrieb und ermöglicht einen stabilen und fehlerfreien Fertigungsprozess.

Im Elektromotor sind Rotor und Stator die leistungszeugenden Komponenten. Zwischen ihnen findet die eigentliche Kraftübertragung statt, wenn im Stator ein Magnetfeld erzeugt wird. Um Wirbelströme zu vermindern und den Wirkungsgrad des Motors zu erhöhen werden die Magnetkerne nicht aus Vollmaterial, sondern aus dünnen aufeinander gestapelten Blechen hergestellt.

Elektrolech: Werkstoff für die Zukunft der Elektromobilität

Das Elektrolech, besser gesagt das Elektroband, das dafür verwendet wird, ist eine Legierung aus Silizium und Eisen und hat eine Dicke von etwa 0,1 bis 1 Millimeter. Zur Isolation und für eine bessere Stanzbarkeit werden verschiedene Beschichtungen in 1 bis 4 µm Dicke auf das Band aufgebracht. Aus dem Elektroband werden Lamellen gestanzt oder geschnitten und anschließend zu einem Rotor- oder Stator-Paket verbunden. Die elektromagnetischen Eigenschaften des Werkstoffs haben einen wichtigen Einfluss auf das Verhalten von Rotor und



Der Rotor eines Elektromotors besteht aus gestapeltem Elektrolech. © Madalin - stock.adobe.com

Account Based Advertising

With account-based advertising, you play out banner campaigns that exclusively address the customers you want. This allows you to increase awareness of your company, products and services in a targeted manner.

ABA campaigns are possible both nationally and internationally, and your banners are played out in a partner network with over 10,000 media.

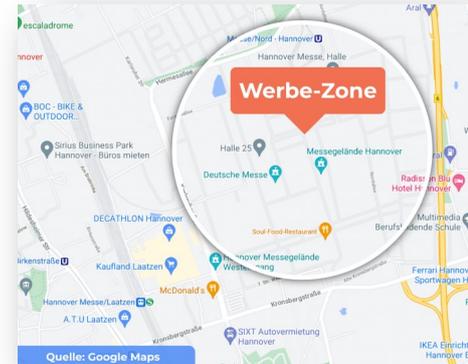


Campaigns can be realized from 50,000 ad impressions. Afterwards you will receive a report.

Price CMP: 69.- €

Messe-Targeting

Visitor advertising at the location of the event - that's Messe-Targeting. Your banner campaign reaches visitors during the trade show on the exhibition grounds and in the surrounding area. Your advertising appears as soon as a person in the advertising zone opens the website of one of our more than 10,000 partner media.



Campaigns can be realized from 50,000 ad impressions. Afterwards you will receive a report.

Price CMO: 59.- €

The newsletter just for your company

Transport your messages to all our subscribers exclusively in the look & feel of the bbr newsletter. You determine the content.

Possible content

Images, banners, video teasers, text, links

Shipping date

We will arrange the shipping date with you individually according to your needs.

Lead time

We need the binding booking and content no later than 7 working days before the shipping date.

Price

1,420.00 €

bbr:Newsletter

BÄNDER | BLECHE | RÖHRE

Sonderpublikation / Anzeige
Die Inhalte dieses Newsletters werden
von Nidec Press & Automation bereitgestellt.



E-Mobilität ist keine Utopie, sondern Gegenwart

Seien es die Herausforderungen der Akkumulatorentechnik oder der Wasserstoff-Brennstoffzellen, Nidec Arisa verfügt über eine breite Palette von Lösungen, mit denen Komponenten für elektrisch angetriebene Fahrzeuge hergestellt werden können. Teile für Karosserien, Elektromotoren und Generatoren, Akkumulatoren, Wasserstoffbehälter sind nur ein Teil einer langen Liste, für deren Produktion Ihnen unsere Produkte helfen werden. Wir können Sie auf dem Weg zu dieser neuen Generation von Fahrzeugen begleiten.



HOCHGESCHWINDIGKEITSPRESSEN

Entdecken Sie unsere Kyori VX 50-1100! Sie läuft auf unserem Blechexpo-Stand mit einem Nidec-Tandem-Feeder SYS TPV – 30.

Erfahren Sie mehr

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