



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
Peter Hüller, Lutz Roloff,
Hans-Georg Schätzl,
Thomas Schumann GbR
Rudolf-Seeberger-Allee 17,
82407 Wielenbach, Germany
Phone: +49 (0)881 3946179
info@bbr.news
www.bbr.news

Editorial Staff

Hans-Georg Schätzl
Editor-in-Chief
Phone: +49 (0)157 33203722
hansgeorg.schaetzl@bbr.news

Media Sales

Peter Hüller
Phone: +49 (0)7151 9222-0
peter.hueller@bbr.news

Lutz Roloff
Phone: +49 (0)172 7207957
lutz.roloff@bbr.news

Thomas Schumann
Phone: +49 (0)175 2688881
thomas.schumann@bbr.news

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 Werbemarkt

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

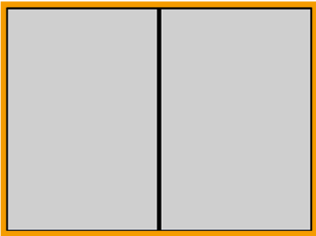
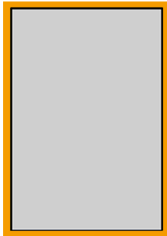
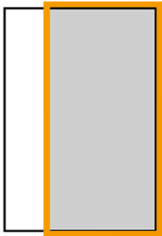
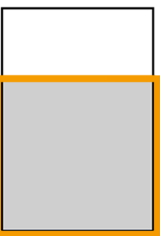
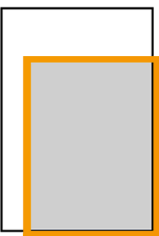
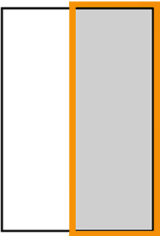
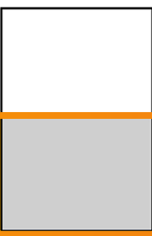
Insert stickers

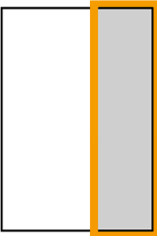
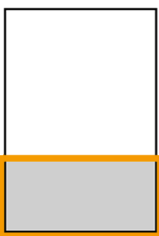
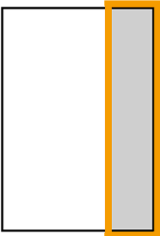
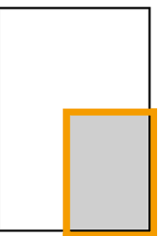

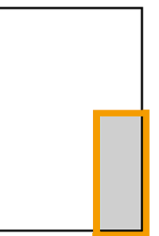
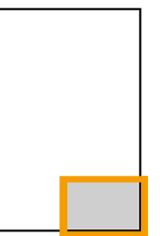

1,500.00 €

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 bleed *						
430 x 282 mm 460 x 325 mm	200 x 282 mm 230 x 325 mm	132 x 282 mm 147 x 325 mm	200 x 184 mm 230 x 207 mm	149 x 202 mm 164 x 225 mm	98 x 282 mm 113 x 325 mm	200 x 140 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 79 x 325 mm	200 x 92 mm 230 x 115 mm	47 x 282 mm 62 x 325 mm	98 x 140 mm 113 x 162 mm	200 x 68 mm 230 x 91 mm	47 x 140 mm 62 x 162 mm	98 x 68 mm 113 x 91 mm	200 x 32 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
1/2024 DOP: 04/05/2024 CD: 03/05/2024 ED: 02/27/2024	<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, renewal, 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>
2/2024 DOP: 05/15/2024 CD: 04/15/2024 ED: 04/08/2024	<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
3/2024 DOP: 09/06/2024 CD: 08/06/2024 ED: 07/30/2024	<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>Tubes, profiles, wire Manufacturing I processing I refining I tools</p> <p>Materials and energy Steel, stainless steel I aluminium, magnesium, non-ferrous metals I lightweight I environment, energy, decarbonization</p> <p>Maintenance and renovation Maintenance, planing, AI I reconditioning, renewel, Retrofitting</p>	<p>Cutting and joining Punching I sawing I waterjet cutting I laser welding and cutting I plasma and flame cutting I welding, soldering I bonding I 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>
4/2024 DOP: 10/11/2024 CD: 09/11/2024 ED: 09/04/2024	<p>Surfaces and edges Removing, deburring I cleaning, coating, finishing I lubrication, oiling I marking, labeling</p> <p>Safety, ergonomics, environment safety engineering I workplace design I air pollution control I disposal, recycling</p> <p>Cutting and joining Punching I sawing I waterjet cutting I laser welding and cutting I plasma and flame cutting I welding, soldering I bonding I mechanical joining</p> <p>More topics from issue 4 on page 8</p>	<p>Intralogistics Storage systems I robots, feeders, AGVs I grippers, suction cups I packaging systems</p> <p>Trade fair special EuroBLECH</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>Trade fair special EuroBLECH</p>	

www.bbr.news

Current access figures please click

Types of advertisement desktop

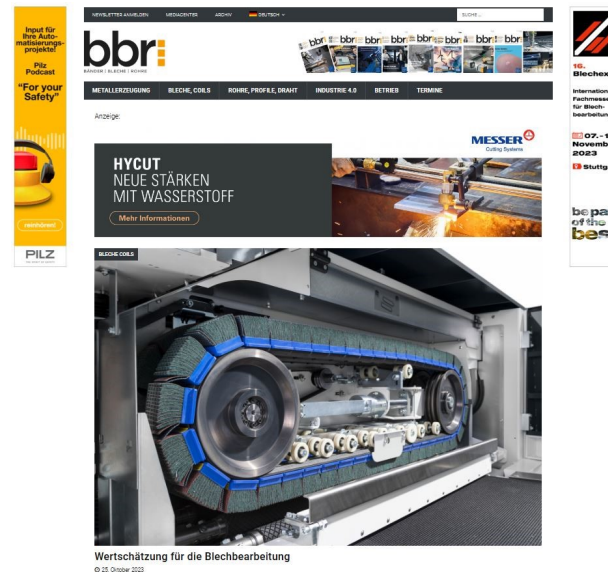
Type	Size in px	Datavolume	CPM
Billboard	970 x 250	80 KB	83.00 €
Skyscraper	120 x 600	40 KB	72.00 €
Wide Skyscraper	160 x 600	40 KB	72.00 €
Medium Rectangle	300 x 250	40 KB	72.00 €

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 leistungserzeugenden 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

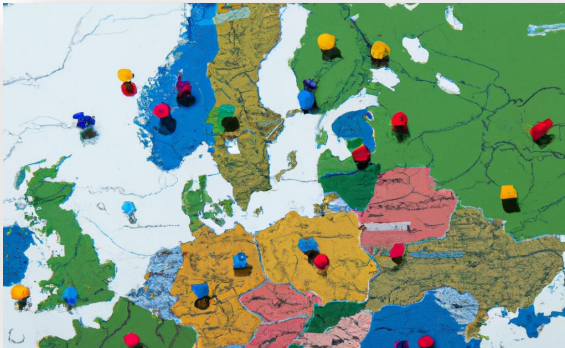


Der Rotor eines Elektromotors besteht aus gestapeltem Elektrolech.
© Madalin - stock.adobe.com

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.

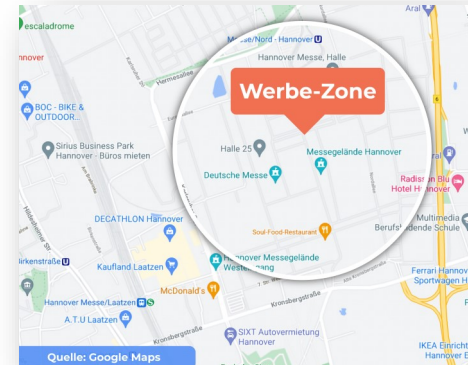


Campaigns can be realized from 50,000 ad impressions. Afterwards you will receive a report.

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.



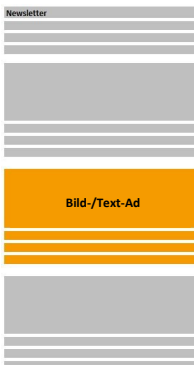
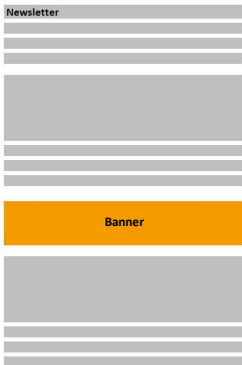
Campaigns can be realized from 50,000 ad impressions. Afterwards you will receive a report.

Price CMO: 59.- €

Open Rate please click

Price: 330.00 €

Price: 370.00 €

[illegible]

Was ich heute schon weiß, war mir damals noch unbekannt. Ich war damals noch ein Kind und habe noch keine eigenen Erfahrungen gemacht. Ich habe noch keine eigenen Erfahrungen gemacht. Ich habe noch keine eigenen Erfahrungen gemacht.

Wenn Sie eine andere Meinung vertreten, lassen Sie uns bitte wissen, und wir lassen Sie das wissen. [Klicken Sie hier](#) für weitere Informationen.

SHELL MARINE ENERGY LIMITED

DOI: 10.1002/for

Der Startschuss ist gefallen



Die Schweren der Tage & Conference 2023 auf der Industry/Function Präsentation der Session 1.0 von Industry/Function organisiert: Eine einzigartige Zwischenübergangsphase Open-Business-Verknüpfung für Smart Factories und Smart Products, die eine Informations-Verknüpfung von Maschinen, Fabriken und Cloud-Plattformen umfasst. S. 2

Eine für fast alle



Der beim Schwerebeschleunigungs-Praxistest immer mit fast 100% anheben des Schwerebeschleuniger herstellbar. Die ist durch die Nachbildung des Praxistests, komplexe Bewegung in hoher Beschleunigung liegt die Praxistest durch die gefundene und nachvollziehbar ist die ständige Ursachen, Parameter oder Profile. Der Schwere-Beschleuniger ermöglicht die Bewegung in einem 3D-Raum. Das kann in der Maschine oder durch die Hand erfolgen. Die Schwere-Beschleuniger verbindet die Beschleunigung und liegt am Nachbau des Beschleunigers in 3D.

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

[Erfahren Sie mehr](#)

Italy

com3 Orlando sas di Laura Orlando & C.
Via dei Benedettini, 12
20146 Milano (Mi)
Italy
Phone +39 02 4122158
orlando@com3orlando.it
Your contact person: Nicola Orlando

Switzerland

Rico Dormann
Media Consultant Marketing
Moosstr. 7
8803 Rüschlikon
Switzerland
Phone +41 44 7208550
dormann@rdormann.ch
Your contact person: Rico Dormann

Spain/Portugal/Latin America

Consulting Eckart May, SL
Mediamarketing
Pza de Duque de Medinaceli, 2–3o 1a
08002 Barcelona
Spain
Phone +34 934 126292
bbr@cemediia.net
Your contact person: Eckart May

China/Hong Kong

Ringier Trade Media Ltd.
No.122 East Tiyu Road, Tian He District
Guangzhou 510620
China
Phone +86-20 2885 5121
maggielu@ringiertrade.com
Your contact person: Maggie Liu

Taiwan

Ringier Trade Media Ltd.
9F-1, No. 200 Zhongming Road, North District,
Taichung City 404
Taiwan Province
Phone +886-4 2329-7318
Your contact persons:
Matt Wang, mattwang@ringier.com.hk
Sydney Lai, sydneylai@ringier.com.hk

Germany and rest of the world

ELIGIUS PUBLISHING
Rudolf-Seeberger-Allee 17
82407 Wielenbach
Deutschland
info@bbr.news
Your contact persons:
Peter Hüller , Phone +49 (0)7151 9222-0, peter.hueller@bbr.news
Lutz Roloff, Phone +49 (0)172 7207957, lutz.roloff@bbr.news
Thomas Schumann Phone +49 (0)175 2688881, thomas.schumann@bbr.news