

mesago

formnext

MEDIA KIT

Our content channels for your messages

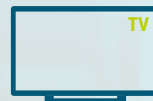
Fon Mag



AM4U



Formnext.TV



2023/2024

365 DAYS

access to the AM world

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Formnext media at a glance

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01 FORMNEXT MEDIA AT A GLANCE

Fon Mag

Highest circulation of all AM-related print magazines in Europe.



+ 18,700
(Issue 01/02/03)

+ 23,500
(Issue 04)
Copies distributed
4x a year

AM4U newsletter

The AM industry newsletter with the widest reach in the German-speaking world.



+ 43,000
Recipients 10x a year

Formnext.TV

Content marketing meets moving images. A one-stop shop: concept + video/text production + reach and distribution via social media channels.



+ 45,400
Social media
followers anytime

Our content channels for your messages to the AM world

Formnext is the highlight of the AM industry's calendar and the place to be. However, Formnext is much more than just a four-day exhibition. As a hub for Additive Manufacturing, our extensive information offering makes us the go-to resource for AM-interested professionals both before and after Formnext. Together with our partners, we research the latest developments, applications and business opportunities in Additive Manufacturing and keep the AM community up to date.

You too can benefit from the exceptional brand awareness of Formnext and our strong links to the AM network. Our media gives you an opportunity to communicate with all Formnext visitors and exhibitors and the international AM community in a targeted and focused manner, all year round.

**We convey your
message to the
AM world.**





02 FON MAG



02 FON MAG

Key facts

In addition to trends, news and innovations along the process chain, Formnext Magazine (Fon Mag) includes information about new applications, market and country reports, interviews with industry experts and, above all, exclusive glimpses behind the scenes at solution providers or users. Its real-world reports and features keep international specialists and managers up to date with the latest developments in Additive Manufacturing.

It is the combination of high-quality journalism, modern look and feel, and worldwide distribution to a readership of decision makers, which makes the magazine unique.

Year

9th year of publication.

Language

Fon Mag is published in English and German.

Publication frequency

4x a year

The exhibition issue (issue 04) is published in November.

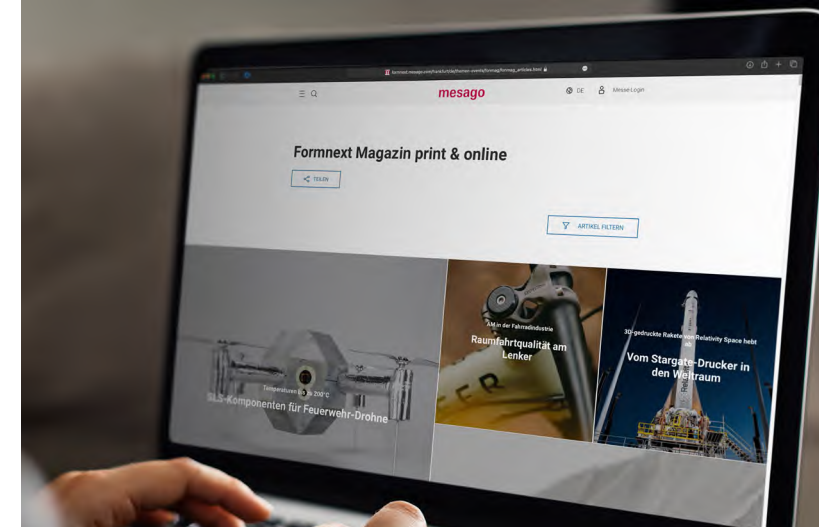
Fon Mag online

As an [e-mag](#) and [e-paper](#)

Care to take a sneak peek?

We would be happy to send you a free sample copy at any time.

Contact: formnext-magazin@mesago.com
or +49 711 61946-405



Your personal copy

You can subscribe to a print version of Fon Mag and the digital AM4U newsletter featuring Fon Mag highlight articles [here](#). Free of charge, of course.



Print still got it!

Digitalization may have changed our private and business lives beyond recognition but, just as online offerings are no replacement for the in-person exhibition experience, the physical printed medium still has a lot going for it.

Full attention means full advertising impact

Particularly in the case of specialist information or longer articles, people like to read in analog and absorb the information in a more concentrated way. Print is also perfect for slowing the pace and digitally detoxing. When reading magazines and newspapers, there is no second screen. Print media therefore typically receive the reader's undivided attention, maximizing advertising impact. Most readers do not feel irritated by print media advertising and remember it longer than other forms of advertising.

Sustainable reading for a sustainable future

Print can inform, advertise and be green: Formnext magazine does not generate any e-smog and is produced in the most environmentally friendly way possible. We use paper from sustainable forests and, with each production run, support a selected reforestation project to preserve the analog, environmentally friendly reading experience. By following the QR code in the Eco Zoom label in the imprint, readers can even find out from Nature Office, which forest project the current Fon Mag is supporting.

For more information about the partners who help us produce an environmentally friendly Fon Mag, please visit:

<https://fsc.org>

<https://www.natureoffice.com>

Good reasons for advertising in Fon Mag

- **Premium target group – highest reach in Europe**
Our magazine gives you direct access to the international AM community. No standalone print magazine with a focus on Additive Manufacturing distributes more copies in Europe.
- **Lowest price per thousand copies of all AM print magazines published in German**
Fon Mag offers you the best value for money of any stand-alone print magazine in German.
- **Unique: bilingual publication frequency**
Fon Mag is the only AM print magazine issued in both German and English, giving you maximum access to your target audience.
- **Lean-back reading pleasure despite fast-moving business**
The limited number of issues allows intensive engagement with the editorial content even during hectic daily business.
- **Industry-specific trade journals/ media are the most important media group for professional decision-makers**
German media study LAE, well-known and established in agencies and marketing departments, has repeatedly confirmed that industry-specific trade journals/media are the most important media group for decision makers in the business world.
LAE 2022: 75% majority.

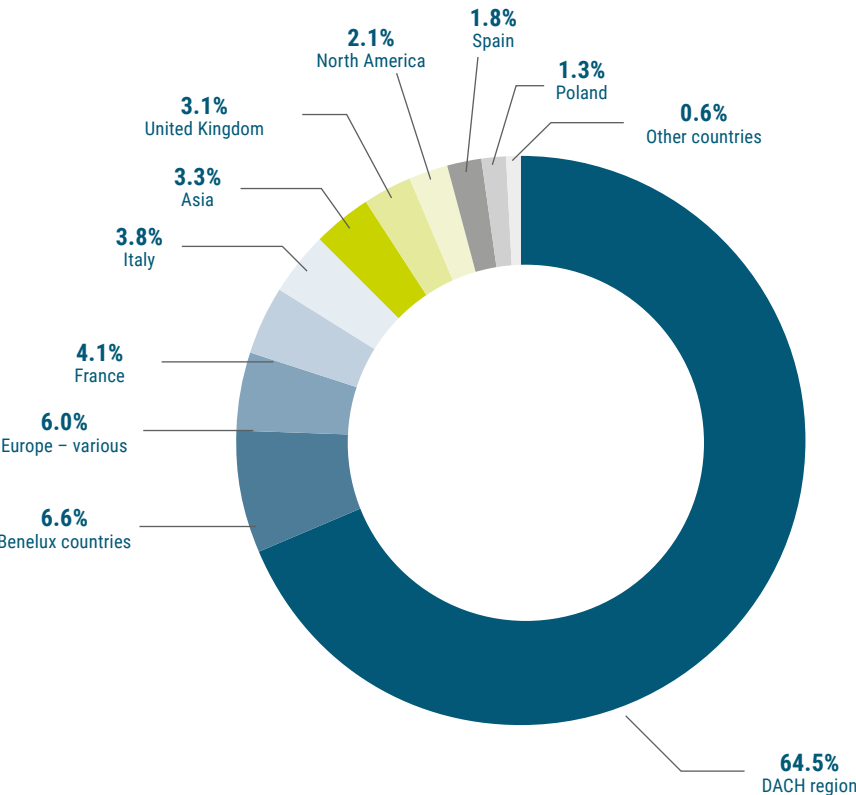
More information on LAE Leseranalyse Entscheidungsträger, you will find at www.lae.de (unfortunately only in German language)



Circulation & distribution

Issue 01/02/03: more than 18,700 copies distributed, 3,700 at Formnext
Issue 4 (Expo Edition): more than 23,500 copies distributed, 5,000 at Formnext

Distribution by (economic) region/country



Target group

Professionals and managers from the international AM community,
Formnext exhibitors and visitors

Our publications are received by companies in the following industries, among others

Automation/handling

Automotive

Construction and architecture

Consumer health care

Dental technology

Aerospace

Machinery and plant engineering

Medical technology

Offshore and marine

Rail and transportation

Electrical engineering/electronics

Energy

Research and development

Domestic appliances

Watches and jewelry

Packaging

Tool-making and form-making



Editorial program & publication calendar 2023/2024

Fon Mag 2023/2024		03/2023	04/2023 Expo Edition*	01/2024	02/2024	03/2024	04/2024 Expo Edition*
Publication date		30 August	17 October	February	May	August/September	October/November
Editorial & advertising deadline**		21 July	15 September	tbd	tbd	tbd	tbd
Deadline for printed materials		4 August	29 September	tbd	tbd	tbd	tbd
Technology	AM production	x	x	x	x	x	x
	Materials	x	x	x	x	x	x
	Pre-processing		x	x		x	x
	Post-processing	x	x	x	x	x	x
	Focus	Quality assurance & measurement technology	Automation	Development Special materials	Digitalization	Current industry topic (tbd)	Current industry topic (tbd)
Application		Partner country Nordic	Automotive & service providers	Marine & offshore	Packaging industry	Current industry topic (tbd)	Current industry topic (tbd)
Specials		Partner country Nordic	Exhibitor highlights at Formnext	AM in Eastern Europe	Current industry topic (tbd)	Current industry topic (tbd)	Exhibitor highlights at Formnext

*Ad bookings for the Expo Edition are reserved exclusively for exhibitors.

**Copy deadline applies to ad bookings, not editorial content. Separate lead times apply to editorial forms of advertising (on request).



Advertising types & prices

! 3 mm bleed on reverse for all formats.

Formats	Dimensions Width x height mm	Prices for issue 01/02/03	Prices for issue 04 – Expo Edition
Exclusive placements & AdSpecials			
French cover (Altar fold on cover page)	420 x 297	€9,700	€9,900
2/1 page	420 x 297	€7,050	€7,250
Inside front cover / back cover	210 x 297	€5,300	€5,450
Inside back cover	210 x 297	€4,990	€5,130
Island ad	58 x 90	€1,325	€1,360
Insert	on request (depending on paper grammage, number of pages, full or partial insert)		
Advertisements			
1/1 page	210 x 297	€4,420	€4,540
1/2 page landscape	210 x 148.5	€2,640	€2,710
Junior page	134 x 200	€3,215	€3,300
1/3 page landscape/portrait	210 x 99 / 72 x 297	€1,850	€1,900



Formats	Dimensions Width x height mm	Prices for issue 01/02/03	Prices for issue 04 – Expo Edition*
Editorial forms of advertising			
Cross-channel advertorial, 1/1 page**	210 x 297	€6,760	€6,900
Cross-channel advertorial, 1/2 page**	210 x 148.5	€5,140	€5,220
Special issue/supplement (print and online)	Upon request		
Reprint for distribution at exhibitions, congresses and customer visits	Upon request		
Job ads*** (placed in type area)			
1/1 page	182 x 260	€3,100	€3,175
1/2 page landscape	182 x 128	€1,840	€1,890
1/4 page rectangle	89 x 128	€1,000	€1,030

*Ad bookings for the Expo Edition are reserved exclusively for Formnext exhibitors.

**Our specialist editorial team would be happy to create high-quality advertorials for your content (6-week lead time). Price includes text creation including one round of corrections, layout and English translation. No third-party costs shall be assumed. In addition to placement in the printed edition and the corresponding e-paper, your advertorial will be published in the e-mag and promoted via a teaser article in the next possible AM4U newsletter and AM4U LinkedIn newsletter.

***Job ads will be published on the career portal 'AM Jobs' prior to publication of the print issue. Job ads from issue 4 (Expo Edition) will also be displayed on the physical job board at the Formnext exhibition on site.

Other conditions

Including digital distribution: All forms of advertising (excluding supplements/special issues) are also featured on the e-paper.

Agency commission: 15%

Common discount: Joint ad and classified bookings qualify for joint discounts. Inserts, supplements/special issues and reprints are not eligible for discount. Frequency and volume discounts apply to purchases within 12 months from the first placement of the calendar year.

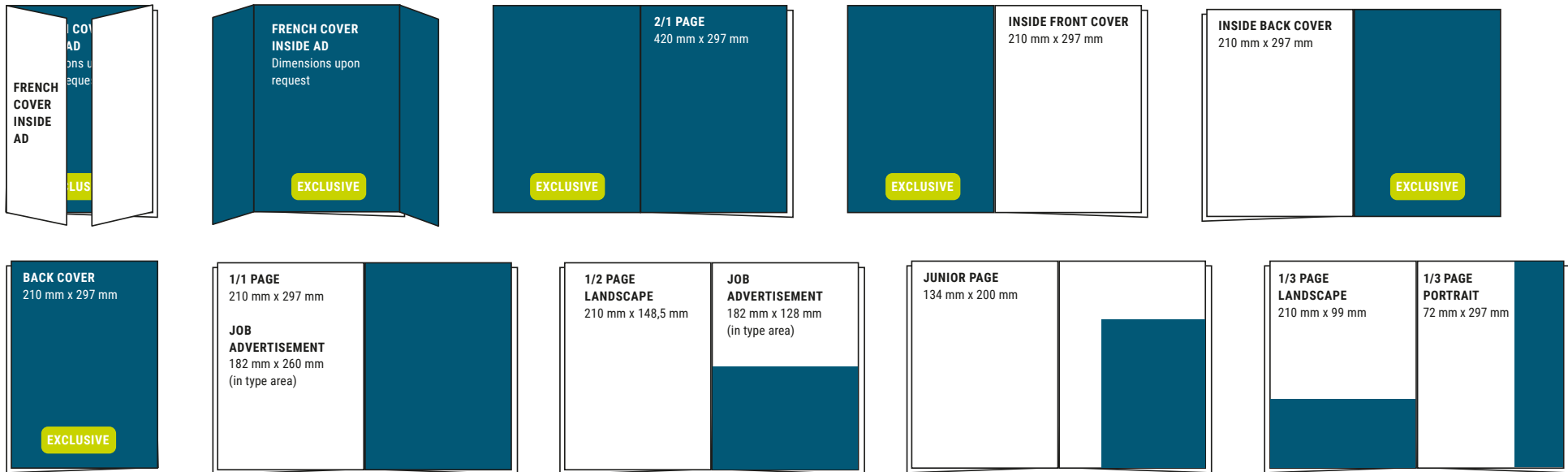
We reward loyalty

Frequency discount		Volume discount	
from 2x	3% discount	from 2 pages	5% discount
from 3x	6% discount	from 3 pages	8% discount
from 4x	10% discount	from 4 pages	12% discount



Ad formats

! 3 mm bleed on reverse for all formats.



Technical data

Magazine format:

W 210 mm x H 297 mm. Allow an additional 3 mm bleed on all sides. Crop marks are not required.

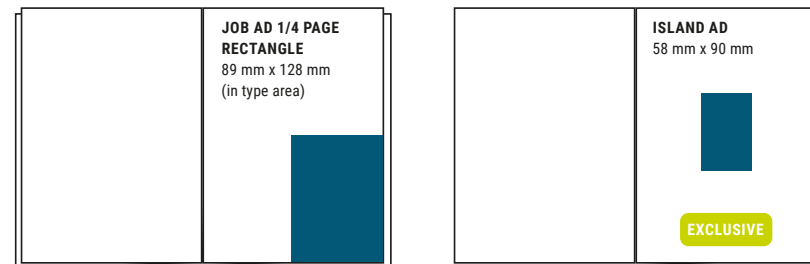
File format: Printable PDF documents (PDF/X -3) are preferred.

Print profile: ISOcoated_v2

Ad colors: 4-color Euroscale. Custom colors cannot be used.

Ad language: This is a bilingual magazine, so advertisements must be submitted in English. A separate German version (with the same design) can also be submitted for the German edition.

Image data: CMYK TIF or EPS, uncompressed, resolution 300 dpi





03 AM4U newsletter



03 AM4U NEWSLETTER

Key facts

Our digital community newsletter AM4U provides the latest industry news and technology insights, interesting video reports from Formnext.TV, exclusively researched articles from Fon Mag, interviews with industry insiders and news from the Formnext team.

The AM4U newsletter is the AM industry newsletter with the widest reach in the German-speaking world.

Target group

Professionals and managers from the AM community

Publication frequency

Monthly (except August and November)
Exact publication dates available on request

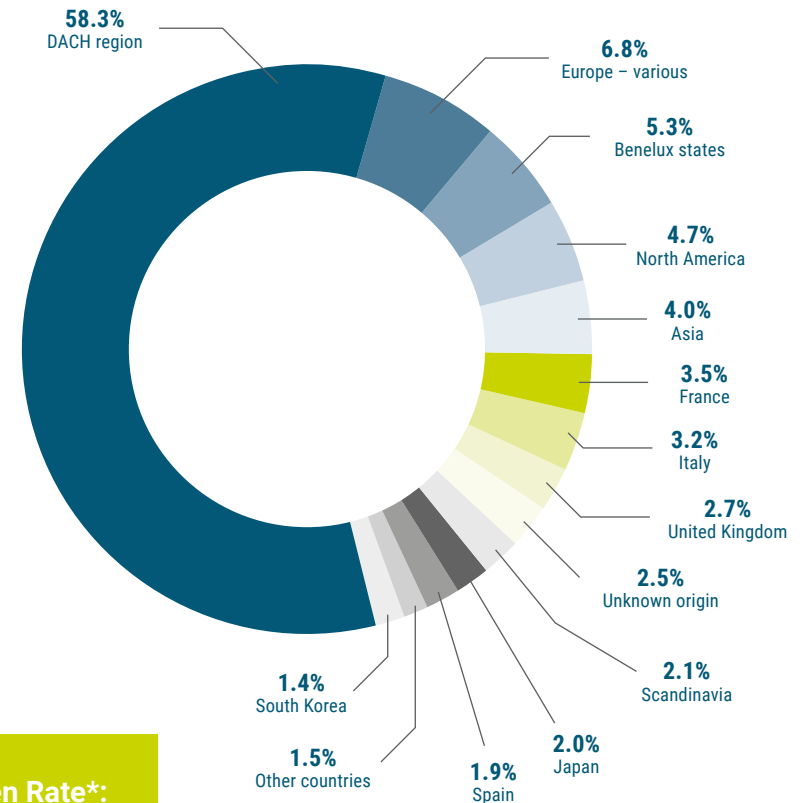
Language

The AM4U newsletter is published in English and German.

Distribution

More than 43,000 recipients

Percentage of e-mails sent by (economic) region/country



Unique Open Rate*:
29% average

*Number of people who opened the e-mail at least once. Multiple openings are not counted.



Advertising types & prices / technical data

Newsletter banner



Placement

Top/center position

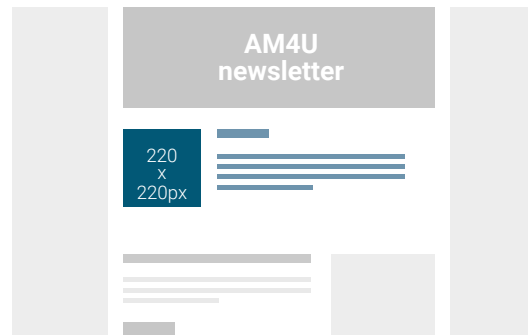
Price top position € 2,800

Price center position € 2,300

Technical data

Advertising banner size 700 x 250 px or 590 x 250 px, file type JPG/PNG/GIF (not animated) in RGB color mode, max. file size 80 KB, in English, additional German-language motif and click target can be supplied (at no extra cost).

Native ad



Scope

Teaser text, 1 image, 1 external link

Placement

In appropriate category (AM Application, Focus on Technology, AM Facts, e.g. studies and whitepapers, calendar).

Price € 2,800

Technical data

Image size 220 x 220 px, file type JPG/PNG/GIF (not animated) in RGB color mode, headline up to 40 characters incl. spaces, text (in German and English) up to 350 characters incl. spaces.

Cross-channel advertorial



Scope

Impact teaser for your advertorial in the AM4U newsletter with full-width image, in editorial look & feel. Link to full article in Formnext e-mag.

Package offer

Fon Mag (print, e-mag and e-paper), AM4U newsletter and AM4U LinkedIn newsletter (new since April 2023)

	Issue 01/02/03	Expo Edition
Price 1/1 page	€ 6,760	€ 6,900
Price 1/2 page	€ 5,140	€ 5,220

Agency commission: 15%

Discounts: The Fon Mag's frequency/volume discount applies to cross-channel advertorials (see page 10) – these will be discounted jointly with regular print ads.

Technical data

The communication team at Formnext is responsible for creation: image size 590 x 250 px, headline up to 80 characters, text up to 500 characters.

Further conditions (applies to native ad & newsletter banner)

Agency commission: 15%

Discounts: The frequency discount apply to purchases within 12 months from the first placement of the calendar year.

Frequency discount	
from 3x	3% discount
from 6x	6% discount
from 9x	10% discount





04 Formnext.TV



04 FORMNEXT.TV

Key facts

Formnext.TV is your partner for professional moving image communication – before the exhibition, at the exhibition, and after the exhibition. Our all-in-one content marketing offer gives you the opportunity to use video technology to showcase your complex solutions and put yourself in the spotlight 365 days a year! Our film team delivers a customized concept to give you and your innovation the attention you deserve. Consulting, production (concept + text) and distribution in one.

Best of all, after production, we send your message directly to the AM community through our channels.

Whether at Formnext, your in-house exhibition, your roadshow, or at your company headquarters: **We give you the professional coverage you are looking for.**



Social Media only: Shout-Out

Boost your trade show presence with our Formnext.TV entry format, which showcases your booth location and effectively draws visitors to you and your highlights via our social media channels. Following a short briefing and the subsequent sending of your video material, editing will take place in the usual Formnext.TV style.

Our content channels – your digital stage

Distribution via social media

LinkedIn	Instagram	Twitter/X	Facebook
+ 19,700	+ 8,300	+ 5,000	+ 12,400
Followers	Followers	Followers	Followers

Distribution via AM4U newsletter

E-Mail newsletter



+ 43,000
Recipients

LinkedIn newsletter



+ 6,900
Subscribers
(new since April 2023)

Distribution via web

On demand at **formnext.com**

Use Formnext.TV clips without limitation

You will be given full usage rights to distribute your Formnext.TV clip over your own digital channels (website, newsletter, social media, blogs, etc.).



Advertising types & prices

Your possibilities			
Formats	Production period	Runtime	Prices
Technology Insight*	Shoot possible all year round	Runtime to be specified upon request	€7,900
Exhibitor Focus	Shoot at the fair	Runtime 180 seconds	€4,400
Exhibitor Spotlight	Shoot at the fair	Runtime 90 seconds	€3,950
Shout-Out ²	Shoot before the fair	Runtime 30 seconds	€1,275

Broadcast & distribution

*This format is also bookable for non-active exhibitors and companies which do not exhibit yet at Formnext. Reach out to learn more.

	Social Media	AM4U-Newsletter email + LinkedIn	Digital event content stream	On demand media library on Formnext.com	Distribution via exhibi- tors' own channels
Technology Insight	X	X		X	X
Exhibitor Focus ¹	X	X	X	X	X
Exhibitor Spotlight ¹	X	X	X	X	X
Shout-Out ²	X				X

¹Technical specifications for on-site productions at Formnext

Video: No delivery of data necessary. If desired, existing video or image material can be incorporated into your clip. We will coordinate the required data with you personally.

Newsletter & social media posts: Our editorial team creates the content. Please communicate special spellings of brand/product names in advance.

²Technical specifications for Shout-Out

You will receive a short briefing from us regarding the content, timing, and technical specifications - after booking or upon request prior to your booking.



What our customers say



Find the
Formnext.TV clips
and more at

formnext.tv

"As a government agency that helps international companies to expand their business into Germany, we were very satisfied with the results of our exhibitor spotlight video recorded at Formnext. The camera team was very professional and made helpful suggestions. The video was ready within a couple of hours and was distributed via social media the same day. Thank you for providing us with this opportunity."

Izabela Krzyżyńska
Senior Manager Marketing Operations
GERMANY TRADE & INVEST

"We found our collaboration with Formnext.TV to be a highly useful tool for engaging with the audience at the Formnext show. The film crew were highly professional and managed to work with our booth and location without any issue. We were also given plenty of opportunity to hone our message with guidance. We would look forward to doing something similar again."

Dr. Kartik Rao
Strategic Marketing Director
Additive Industries

"Collaborating with Formnext.TV was a great way to get exposure. They were easy to work with, professional and quickly delivered a high-quality video that we could use across our media channels."

Lucia Lamar
Marketing Manager
EMEAVelo3D

"Formnext.TV offers us, as the world's leading manufacturer of professional 3D printers, a global platform for showcasing our products and engaging in a dialog with the industry. It also gives us an opportunity to discuss our latest innovations while reaching our target audience, both at the exhibition and beyond."

Pierre Cerveau
GTM Lead France / Go-To-Market Lead France
Formlabs Inc.

"Formnext.TV is a great way to increase our visibility and showcase our products to a wide range of exhibition visitors, both on site and via social media. It really helps us get the most out of our exhibition presence."

Amir J. Reichental
Head of Administration
SystemsNexa3D



We get your message out to the AM community – 365 days a year

See for yourself and check out our content offerings online at:

E-Mag | **Formnext.TV** | **LinkedIn**
Instagram | **Twitter/X** | **Facebook**

We are here for you!

If you have any questions or would like individual advice, please do not hesitate to contact us. We would also be happy to put together a communication package designed specifically for you and your message.



Stefan Rapp

Media consulting
Fon Mag, AM4U newsletter
and Formnext.TV
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Please send advertising material
(graphics, banners, advertising
texts) exclusively to Stefan Rapp.



Thomas Masuch – ZIKOMM

Fon Mag editor
thomas.masuch@zikomm.de
www.zikomm.de

Please only send press releases/
invitations to the following
e-mail address:
formnext-magazin@mesago.com

Care to take a sneak peek?

We would be happy to send you a free sample copy at any time. Please contact the reader service.

Stay up to date!

You can subscribe to the print version of Fon Mag and the digital AM4U newsletter [here](#). Free of charge, of course.

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